# LIFE

JEFFERSON MEMORIAL

APRIL 12, 1943 10 CENTS
YEARLY SUBSCRIPTION $4.50

REG. U. S. PAT. OFF.

# *Something new*

There's a new turn to tradition. These days, that "something blue" for the bride is often an official U. S. Navy shade — right next her shoulder! Often, too, the uniform it colors has more in common than sentiment with her own wartime wedding dress. Lithe lines, for instance, and clean, easy drape . . . qualities which stamp them both as Forstmann artistry. These fine virgin wool fabrics . . . by the millions of yards . . . are serving our armed forces, so you will be fortunate indeed to find the Forstmann label in clothes or in piece-goods today. When you do, treasure it well. It marks a costume which, like a marriage, is meant for keeps.

Forstmann Woolen Company, Passaic, N. J.




*Invest in Victory – Buy War Bonds and Stamps*



# TOUSHAY . . . THE LOTION LOVELY WOMEN USE BEFOREHAND

***Guards hands even in hot, soapy water***



**Keep busy hands beautiful!** Guard their lovely smoothness with a few drops of wonderful, new Toushay—applied *before* you start your daily soap-and-water tasks. For Toushay—made by a special formula—defends your hands against the drying and roughening effects of hot soapsuds.



**Skin soft as rose petals . . .** when rich, gentle Toushay is smoothed all over your body. Creamy Toushay softens rough elbows and knees—gives a satiny-smoothness to your back and arms. You'll be delighted at the change this fragrant new lotion brings to your skin.




**A little does a lot!** Toushay is so concentrated that a few drops go a long way. The generous-sized bottle of long-lasting Toushay is popularly priced. So you can afford to use it in many ways . . . Buy Toushay at your druggist's today.

**Trade-marked Product of Bristol-Myers**

This One
EFXD-19E-30X3



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# There is still a Rub

It is true that you no longer need a ration certificate for recaps.

It is true that the Government has cut through all red tape to make it easier for every citizen to keep his war car rolling for essential driving purposes.

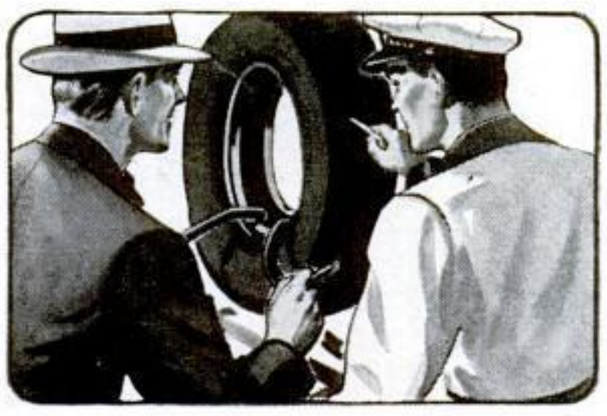
If you wear your tires down too thin so that they cannot be recapped . . . if you fail to keep your tires properly inflated and in good repair . . . the whole rubber situation could change overnight.

You would need new tires and the entire objective of the Government's campaign would be missed.

There can be no let-down for the military needs.

There is not a man, woman or child in America that wants to take an ounce of rubber needed for a son or a brother at the front.

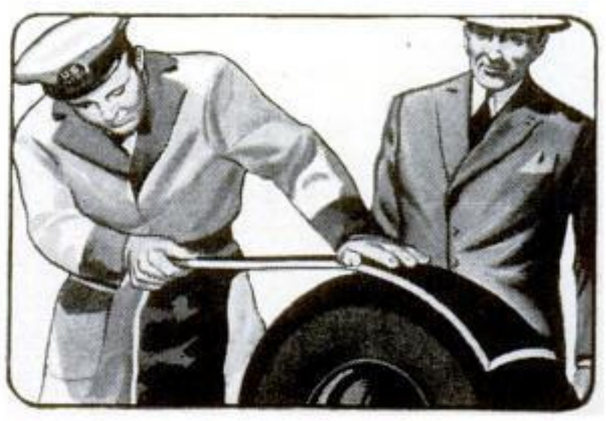
To go from the present recapping program to the building of new tires would mean that our armed forces would have to do without the equipment they need.



**RECAPPING** **1.** After a *thorough inspection* of the tire inside and out to determine whether it is fit for recapping, all necessary repairs are made. The old tread is then buffed smooth to prepare it for a coat of special rubber cement.



**2.** *The buffing* of the old tread smooths out the uneven spots and roughens up the rubber. This makes a good, even surface, ready for the application of the special rubber cement that will bond the new tread to the old.



**3.** *The new tread,* called "camelback", is carefully applied to the sticky surface of the tire and rolled down under pressure to squeeze out any air bubbles that could cause trouble later on. This "camelback" is made from *reclaimed* rubber processed from the scrap rubber.



**4.** *The "cure"* bonds the new tread to the old. Great skill is needed in maintaining the rigid factory controls necessary. Such quality recapping, using wartime materials, will give good service if air pressures are kept up to 32 lbs. and speeds kept down below 35 m.p.h.

## *Things you can do to save every ounce of rubber left in your tires*

1. Never drive unless it is absolutely necessary.
2. Never drive alone . . . Share your car.
3. Have your tires recapped *in time* to save them.

## *EVERYTHING FOR THE*

# UNITED STATES

ROCKEFELLER CENTER, NEW YORK CITY



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# ber Crisis in 1943

**It is the intent of our Government to put more and better planes into the air; more and better tanks on the ground; more and better ships on the seas than anything that the Axis can produce.**

**This is not only to win the war, but to shorten the war—and to save the lives of American boys.**

**You make this possible by doing your share . . . by not allowing your tires to wear down too thin . . . by driving under 35 miles per hour . . . by keeping your tires inflated properly . . . by seeing that the necessary repairs are made when they should be.**

**The Baruch report stated that we were going to hit the bottom of the rubber stockpile in 1943. That bottom comes nearer and nearer.**

**Recognizing this fact the Government has worked out a program that will still keep our cars rolling for essential driving.**

**Let's do our part.**



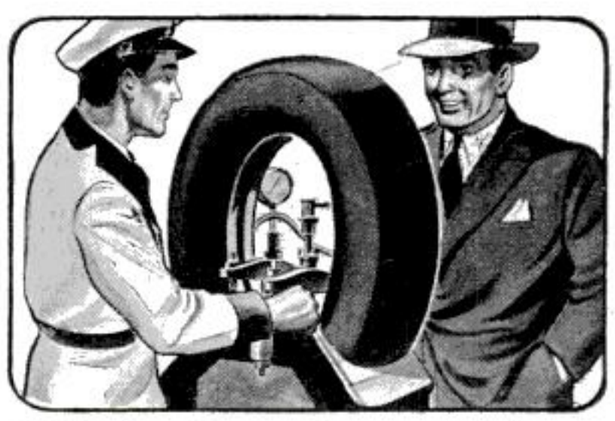
**REPAIRING** **1.** *The inspection* of a tire *outside* often reveals cuts, bruises and other signs of hidden trouble inside. The tire is then removed for an inspection of the damage *inside. Nearly every damage can be repaired*—even holes clear through the tire.



**2.** *The preparation* of the damaged part of the tire requires great skill. The broken cords are cut away and smoothed up in much the same manner as a dentist cleans a tooth...Next, rubber cement is applied, ready for the special patching material.



**3.** *The build-up* of the inside patch likewise requires great skill. Here, the broken cords are replaced, cord for cord, ply for ply, in a criss-cross patchwork. Any holes or cuts outside are plugged with special wear-resisting tread material.



**4.** *The "cure"*, or vulcanizing, of the repair, bonds it to the rest of the tire under scientific factory controls. Properly done, such a repair will last for thousands of miles...Moral: Don't scrap a damaged tire till a tire expert has examined it.

4. Have your tires inflated every week or two.
5. Baby your tires . . . Start and stop slowly; slow down on curves.
6. Avoid curbs, ruts, especially pavement-breaks, now more serious because of wartime necessity.

*FRONT* *FOR A BETTER AMERICA TOMORROW*

# RUBBER COMPANY

IN CANADA, DOMINION RUBBER CO., LTD.



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# *SPEAKING OF PICTURES . . .*

## *. . . THESE ARE LAST TAKEN OF RACHMANINOFF BEFORE DEATH*

Some weeks before his death on March 28, Sergei Rachmaninoff consented to do something he had always intensely disliked: he posed for a photographer. Saturnine and inscrutable, the great Russian pianist-composer shunned publicity with an obduracy that rarely yielded to the clamors of press agents and admirers. Three years ago, when LIFE Photographer Eric Schaal besought permission to take his picture, Rachmaninoff hedged and said maybe. Every few months Schaal wrote letters, telephoned, sought him out after concerts. Finally last December the tall musician received Schaal in his New York apartment and gave him a half hour of his morning practice period.

The enigmatic masklike face mirrored in Schaal's great portrait on the opposite page was familiar to the world's concertgoers for nearly half a century. A friend and disciple of Tchaikovsky, Rachmaninoff started playing the piano when he was 4 and wrote his famed *Prelude in C-Sharp Minor* (which he came eventually to loathe) at the age of 20. By the time he came to America in 1918, an exile from the U. S. S. R., he was already recognized as one of the world's great pianists and most distinguished composers. On his last concert tour shortly before his death, reviewers marveled that age had not impaired the icy brilliance of his technique. For he was but four days short of 70 when he died.



RACHMANINOFF SITS AT DESK IN NEW YORK APARTMENT, WHERE HE LIVED WITH WIFE

RACHMANINOFF'S HANDS ARE STURDY AND STRONG WITH STRAIGHT UNTAPERED FINGERS. HE WORE WEDDING RING ON RIGHT HAND IN ACCORDANCE WITH RUSSIAN CONVENTION



Copyrighted material





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# "Look! There's a man under my bed!"



"THAT'S BILL. He's my husband. I've put him to work fixing that loose bed spring that just tore one of my precious Cannon Percale Sheets. It won't happen again!

"Now that it's wartime, sheets just *have* to be Methuselahs! The government wants all of us to make *everything we have* last longer—so we won't need to buy more, unnecessarily. That's plain waste!

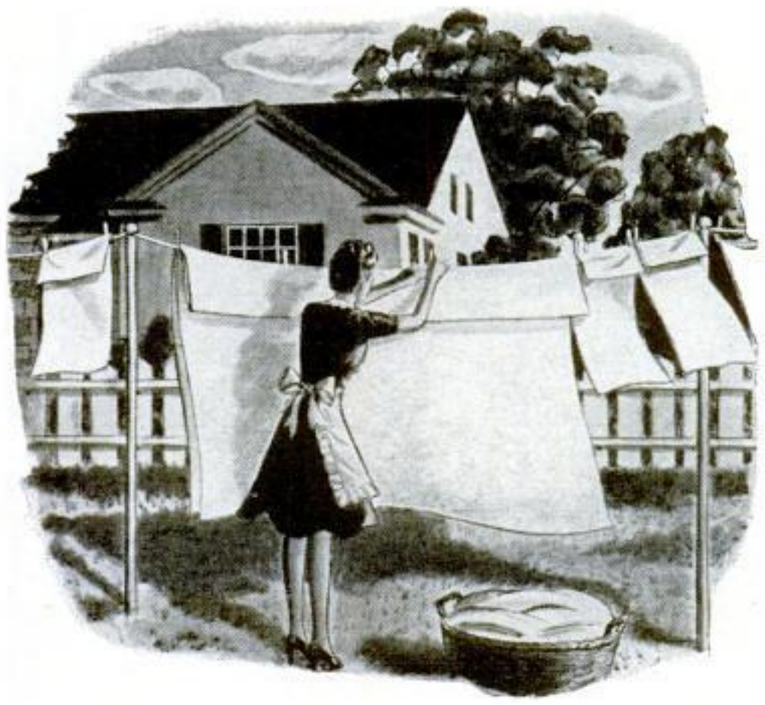
"And it's awfully easy to make sheets last and last. Why, a home-economics expert told me that if women took the best possible care of sheets, they'd probably last *twice as long*. The sheets would, I mean. So I've learned a whole bag of tricks that mean long life to a sheet!"

**My common-sense sheet-savers.**

"I make sure nothing about the beds can catch and tear my sheets. (Now that one sheet's been torn!) I lift sheets off gently instead of yanking them. And the minute I spot a rip or worn place, I scurry for my mending basket!"

**My washday wiles.**

"I'm a clock-watcher—15 minutes for soaking sheets; 5 to 8 minutes of washing in the machine. Then plenty of rinses to get every smitch of soap out. And *then* I pray for sunshine—my favorite bleach!"



**My hints for hanging.**

"I fold my sheets hem to hem, and clothespin 'em with the fold hanging over about a foot. If it's windy, I hang them in a sheltered spot where they won't flap too much."

**My ironing ideas.**

"I don't use too hot an iron—that causes 'hidden scorch'—death on sheets! I never bear down directly on the folds. Before I put my sheets away, I make sure they're bone-dry so they won't mildew. And I use 'em round-robin style—taking fresh sheets from the *bottom* of the pile every time—to equalize wear."

**My tip-off when you must buy sheets.**

"Of course, you won't buy unless you're in desperate need! But when your linen-cupboard is really bare, remember this: smooth, dreamy-soft Cannon Percales cost just about the same as heavy-duty muslin. And there are 25% more threads to the inch in Cannon Percales than in the best muslin—wonderful for wear!

"And Cannon Percales save money if you send your wash out at average pound laundry rates—because percale's lighter. Easier to do at home too!"

**My best words of advice.**

"Don't buy sheets unless you honestly have to! If you *do*, be sure to pick a name you can trust for all the things you can't see for yourself in a sheet. Take the Cannon name—you've seen it on those wonderful Cannon Towels! It's every bit as dependable on sheets!

"One last reminder. Whether you buy new Cannon Percale Sheets or own some already—resolve to add *years* to their life by proper care!"

*Cannon also makes an economy muslin sheet—well-constructed, long-wearing—a splendid value!*

## Cannon Percale Sheets

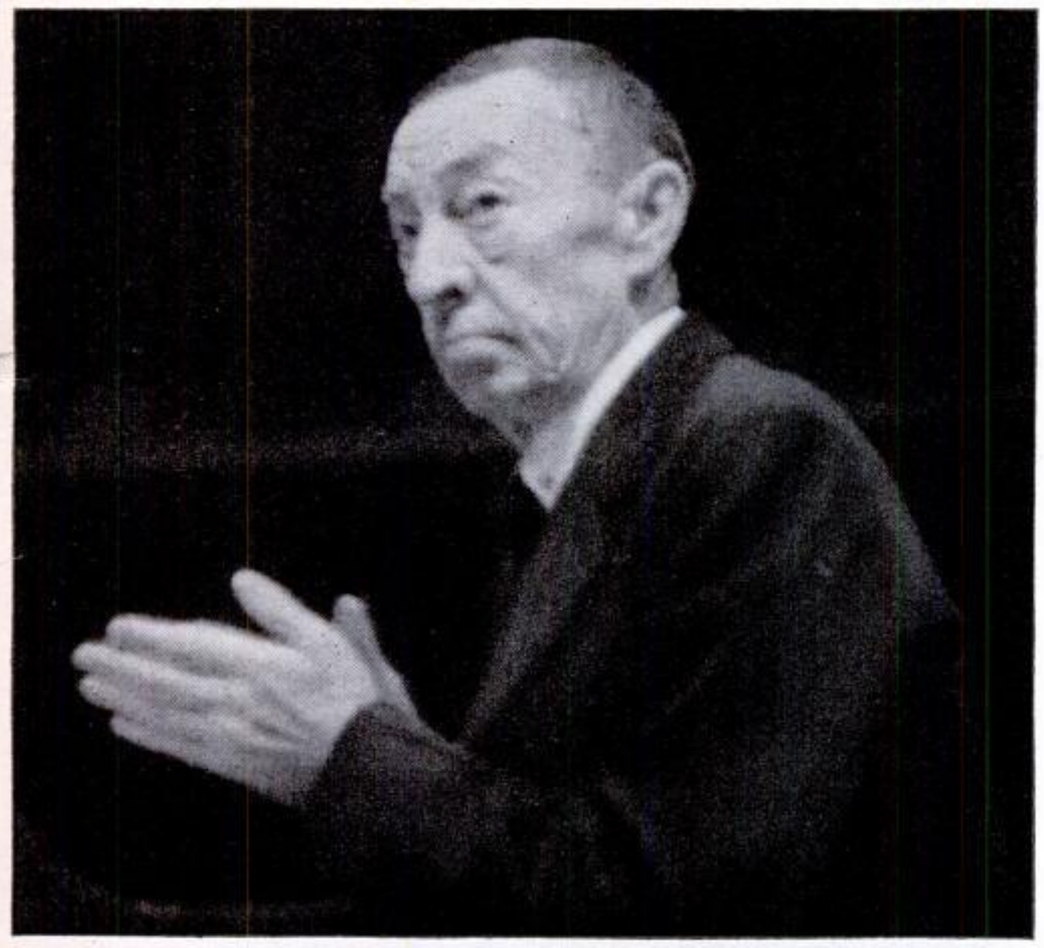
TRADE MARK CANNON

**Made by the makers of Cannon Towels and Hosiery**



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## SPEAKING OF PICTURES
(continued)







**Rehearsing** for one of his last concerts some weeks ago, Rachmaninoff let Photographer Schaal take a few more candid shots. Here he rubs his hands (*top*), waits for the conductor to give him his cue (*center*), quietly and impassively plays (*bottom*).








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# 6 Million Soldiers... *and here I sit!*




**THE GIRL:** Out of that whole Army you'd think I could find at least *one* soldier who'd take me out.

**US:** Dear girl, entire regiments would be begging for dates, if you'd only learn the Big Secret!

**THE GIRL:** (suspicious) Just what is the Big Secret?

**US:** It's the secret of personal daintiness . . . the secret of bathing body odor away, the *feminine* way . . .

**THE GIRL:** The *feminine* way? You wouldn't kid me, would you? I thought a soap to remove body odor *had* to have that strong, "mannish" smell to be effective!

**US:** Not *this* one . . . here's a truly feminine, fragrant soap that leaves you alluringly scented—and daily use *stops all body odor!*

**THE GIRL:** I'd like to see you *prove* that . . .

**US:** It's *easy* to prove . . . 'cause the rich, fragrant lather of today's specially-made Cashmere Bouquet Soap bathes away every trace of body odor instantly!

**THE GIRL:** (amazed) Why—it's *true!* Such creamy suds . . . and—mmm—what a *heavenly* perfume! Smells like $20-an-ounce!

**US:** (proudly) That's the famous "fragrance men love of Cashmere Bouquet!"

**THE GIRL:** I'll settle if just *soldiers* love it . . . I'm goin' to the USO dance tonight!

**US:** Looks like the Army has moved in and *you* seem to have everything under control!

**THE GIRL:** Glory be! Does Cashmere Bouquet *guarantee* such popularity?

**US:** It's you who rates the popularity, my dear . . . Cashmere Bouquet just insures the perfection of your daintiness! And don't forget—no other soap can get rid of perspiration better than fragrant, complexion-gentle Cashmere Bouquet!

**THE GIRL:** I'll *never* forget! 'Cause, thanks to Cashmere Bouquet, I'm lucky tonight instead of lonely!

*Stay dainty each day...*
*with* **Cashmere Bouquet**




**THE SOAP WITH THE FRAGRANCE MEN LOVE**


# *LETTERS TO THE EDITORS*

## GENERAL KENNEY

Sirs:

Perhaps you will be interested in a few additional facts on the early life of Lieut. General George C. Kenney, who appears on your March 22 cover and of whom you speak all too briefly in your story, U. S. Victory in the Bismarck Sea. General Kenney has always been an airman, and airmen have exciting lives.

Kenney learned to fly under the tutelage of famed transatlantic pilot, Bert Acosta, at Mineola, N. Y. Kenney says that after only an hour and 45 minutes of instruction, Acosta turned over the training plane to him, said, "Want to go, kid?" Kenney took off. "My first three landings," he claims, "were dead-stick ones. After the first one I took off again and flew all around New York until I ran out of gas and had to come down in a farm field. I bought 10 gallons of gas, which I thought was an awful lot, and started back. But it was hazy and I couldn't find Mineola. I was flying around in circles over the spot where I thought it ought to be when another airplane came up through the overcast. It was Acosta and he was motioning to me to come down. I was right over the field and just as I started down, I ran out of gasoline again. So my third landing was a dead-stick one also."

During World War I it was the custom of Kenney's squadron to hold an auction of the effects of any pilot who didn't come back on schedule. Chances then were nine out of ten he was a dead pigeon. "They held three auctions on me," Kenney recalled, "but each time I came in and made them give the stuff back." One of his narrowest escapes came when he was on observation duty in the Argonne sector during World War I and German anti-aircraft fighters struck his oil line. He barely managed to coast the plane across the line before making a forced landing. He had to walk back to his flying field and arrived there several hours later to reclaim his auctioned clothing once again.

General Kenney had his first air fight when he had accumulated less than 30 hours flying time: "I fired all my ammunition in a single burst and didn't come close. It was the first time I had fired a machine gun in the air. The Germans must have thought it was a trick or a trap of some kind. Anyway, luckily for me, they didn't stop to investigate, but flew out of range and didn't return."

Still the General hopes to fly as long as he is in the Air Forces. "When they take that away from me I'll get out," he says.

GEORGE A. HAMLIN
Washington, D. C.

● Thanks to Reader Hamlin for these illuminating anecdotes of General Kenney's early career.—ED.

Sirs:

On the cover of your March 22 issue you show a picture of Lieut. General George C. Kenney of the Army Air Forces wearing the two stars of a major general. I thought a lieutenant general had three stars.



GENERAL KENNEY AND STARS

JAMES W. ZOLLICKOFFER
Uniontown, Md.

● LIFE's cover portrait of General Kenney was taken before he was promoted to his present rank. Below is a photograph of Kenney, correctly starred, taken during his recent visit to Washington from the South Pacific war zone.—ED.

## TOM LEA'S "HORNET"

Sirs:

You should be very proud of the story in LIFE's March 22 issue about Tom Lea aboard the U. S. S. *Hornet*.

Mr. Lea has my admiration for his word descriptions of these men, as well as for his drawings. The pictures seemed at first so simple, and yet each showed so much. The descriptions, both word and picture, seemed to emphasize the individuality of these officers.

EVELYN AUMAN
Asheboro, N. C.

Sirs:

In a day and age when so much of our magazine copy is on the namby-pamby side in regard to war stories and articles, I salute LIFE for its vigorous, hearty pictorial essay in March 22 LIFE by Tom Lea.

Tom Lea is a great painter and he really caught the spirit of our Naval Air Force.

HAROLD SEVERSON
San Antonio, Texas

## COWBOY DIPLOMACY

Sirs:

I thoroughly approve of your editorial on foreign policy in the March 22 issue of LIFE. But I thoroughly resent the heading "Cowboy Diplomacy." Cowboys understand mass and herd psychology. When cattle are restive, they reassure, by singing and talking, without making any unusual or violent gestures.

If some of our Texas cattlemen had been in charge of affairs in the past ten years, they would have avoided the panics and stampedes that have upset the world economically and politically.

HARRY C. CHAMBERLIN
McGregor, Texas

Sirs:

Your editorial "Cowboy Diplomacy" in the March 22 issue of LIFE is splendidly done. However, a grave mistake has been made in calling it "Cowboy Diplomacy."

Cowboys are resourceful, they don't make the same mistake twice, they are fearless, honest and never play both ends against the middle. I wish to God we had some real "Cowboy Diplomacy" in America.

DR. H. F. TAVLIN
Ekalaka, Mont.

● LIFE's humblest apologies to the diplomatic cowboy.—ED.

## JACK & HEINTZ

Sirs:

Congratulations on your enlightening article (LIFE, March 22) on the Jack & Heintz company. Like thousands of other Americans who judge people and the world by the information we obtain from the press, I was thoroughly convinced that the Jack & Heintz company were grafters, tax evaders, and its management utterly eccentric.

The account of Bill Jack's life, depicting his self-made character and his sympathetic regard and honesty toward his fellow man, clearly shows that the Golden Rule is applicable even in business. Jack's principle and company policies, though I do not agree with all of them, strike me as being the true definition of the American democracy we have heard so much about. Doesn't Jack's policy really present a more concrete definition of the Four Freedoms than has so far been advocated?

In the same issue of LIFE you have an article on propaganda. The OWI could do well to reprint your Jack & Heintz story to show the world one plan for a post-war American Way.

JOHN B. DOUGLASS
Charleston, W. Va.

(continued on p. 11)

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# Air Step

# How to be happy on Rationed Shoes

**First, look** over your present shoes. See how **many can be** freshened up for a lot more wear. **Then look** ahead. What will you need most—**for spring,** summer and fall? Buy each pair **carefully for** the widest possible use.

**Above all,** consider quality. Get shoes you can **count** on—choose a name you can trust, for **stout wear, for** good looks, for honest comfort.

**Air Step*** Shoes double in style and comfort—**light feminine** looks and the hidden ease of the **Magic Sole, a** velvety cushion that rests your **feet, spares your** nerves and keeps you "fresh at five." **See Air** Steps at your Air Step store. Or **write for name of** Air Step dealer near by. **Brown Shoe Company,** Manufacturers, St. Louis.

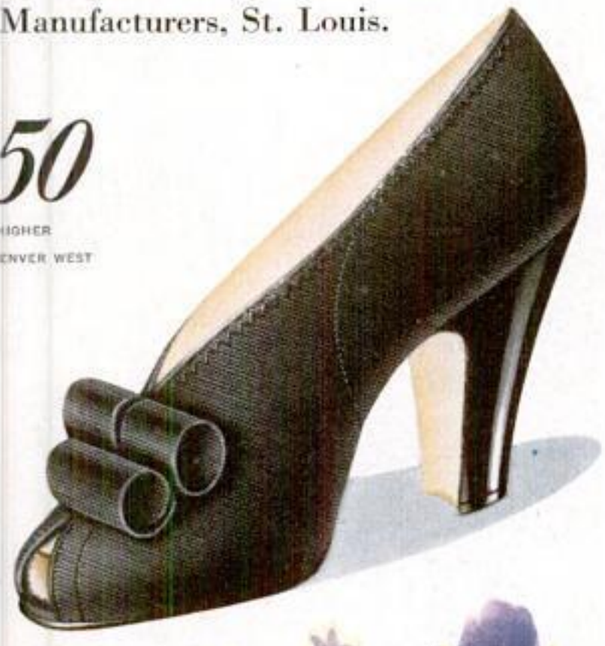


DALE



SENTRY

$6.50 HIGHER DENVER WEST



LOLAN

DELHI

*Reg. U. S. Pat. Off.

*. . . the shoe with the Magic Sole*

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# To women who work "Two Shifts..."

**"Practically every woman in America is working two shifts. Lots of us, in addition to our war work, still have our old job at home—and what a job it is! Last year's problems in home making and meal planning seem like child's play today!"**

MARY HOFFMAN, *Chicago's "Miss Victory"*



**Swift's Premium Tender Frankfurts can save many a minute in the trying job of wartime meal planning . . . when you consider:**

**THERE'S NO WASTE.** Buy the exact number your family needs . . . eat every bit of every bite.

**ONE POUND SERVES FOUR** . . . a nutritious, satisfying meal that helps you "share the meat".

**SAVES TIME, FUEL.** Heat only 7 minutes (don't boil!) for full flavor.

**EVERY LINK A "COMPLETE PACKAGE" OF FLAVOR AND NUTRITION.** Fine beef and pork supply high quality proteins, B-vitamins and minerals. That's why Swift's Premium Frankfurts are nutritious . . . right down to their specially tendered (in pineapple juice!) skins.

**ARMY LIKES FRANKFURTS, TOO.** That's why you may find Swift's Premium Frankfurts A. W. O. L. from your butcher's now and then.

**SWIFT & COMPANY**
**FOOD PURVEYORS TO THE U.S.A.**

# Swift's Premium *Tender Frankfurts*



**LOOK FOR THIS LABEL ON EVERY 4TH LINK**

*3 time-saving meals that offer extra nutrition, extra energy for today's extra work*

*1.* (Above) Premium Frankfurts... broccoli with butter sauce... fried potatoes.

*2.* Premium Frankfurts... spaghetti with cheese sauce ... spinach... hard rolls.

*3.* Premium Frankfurts... served with creamed potatoes... peas... apple sauce.

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# LETTERS TO THE EDITORS

(continued)

Sirs:

You forgot to say who put up the money for Mr. Jack's "five gleaming glass and brick" factories and the millions of dollars worth of machinery, restaurants, steam rooms, etc. It's only one of hundreds of Government-financed projects. If Jack has a magic formula for making production giants out of the average man, why is it the Defense Plant Corporation doesn't insist on all its war plants adopting the Jahco policies? Make these a law and we're a cinch to finish the war before the Jahco workers can get in their summer vacations.

J. A. ALEXANDER

Chicago, Ill.

Sirs:

There is only one thing lacking in your Jack & Heintz story. Alongside the full-page spread of "Associate" Bill Jack's portrait, you should have a close-up of poor old Taxpayer Joe Spelvin making out his "Form 1040" to help pay for $40,000-a-year secretaries, leapfrog on the beach at Honeymoon Isle, and all the rest of this business made possible by excess profits on war contracts.

S. C. MORSE

Euclid, Ohio

Sirs:

Hats off to Jack & Heintz, and congratulations to LIFE for publicizing the efficient and democratic employer-employe relations which are speeding war production at the Jack & Heintz plant.

Employers all over the nation would do well to study this system and carry it out as far as possible. The result would be a tremendous increase in war production, due to less absenteeism and much higher morale among the employes, causing them to want to produce more. A worker likes to feel that he is appreciated and is making progress toward winning the war, and when he is browbeaten and criticized he doesn't produce like he could. A few kind words and encouragement from the employer, and a closer relationship, will help a lot. A man will go all the way for the boss he likes.

Jack & Heintz have proven their system to be efficient and profitable both to employer and employe.

GORDON H. KILGORE

Denver, Colo.

Sirs:

Your story about Bill Jack is sure fine reading for a workingman. As the pages go by, the story sounds more and more like a dream. Why don't other employers try his way of doing things? I'll bet we wouldn't have all the production holdups that we have now. Here's wishing Bill Jack lots of luck, for he is truly a second "Daddy Warbucks."

ROBERT C. SMITH

York, Pa.

Sirs:

Of course the March 22 issue of LIFE was read here with very special interest. It isn't always we can read an article so well written and illustrated about Jack & Heintz and its associates.

Please accept our sincere thanks. We liked the article and we appreciate it was no easy matter putting it together.

WILLIAM S. JACK
President

Jack & Heintz, Inc.
Bedford, Ohio

Sirs:

Thanks for publishing the true story of Bill Jack, Ralph Heintz and Jack & Heintz, Inc.

I know my associates will stand with me in saying Bill is one hell of a swell fellow to work with.

TED PLEBAN

Bedford, Ohio

## LAUGHTER IN ATLANTA

Sirs:

In your story, Mock Governor (LIFE, March 22), you show Georgia's Governor Ellis G. Arnall in a theater laughing at an impersonation of his predecessor by G. Elliott Hagan, a young member of the Georgia House of Representatives. You also say, without pictures,



JOLLY TALMADGE



JOLLY ARNALL

that Talmadge himself said: "That feller's pretty good. He made me laugh."

I think you will be interested in this picture of Talmadge taken in the same theater during the same act. He is laughing all right, and apparently a lot harder than Arnall.

T. S. BOILEAU

Atlanta, Ga.

## WAR OF WORDS

Sirs:

If, as you say in your story on the War of Words (LIFE, March 22), the U.S. is far behind the Axis in effective propaganda in foreign countries, it is an amazing anomaly. This country must have several times the advertising talent of the rest of the world put together, judging from the success of that talent in having sold to Americans a few things they needed and many things they could better have done without.

How about marshaling some of that currently none-too-busy talent and a few million simoleons and putting on the biggest advertising program of all time? If left to the initiative and enterprise of some of the better agencies — with supervision and approval by the Government—I'll bet they could make Goebbels look sick in two months.

R. H. SOGARD

Akron, Ohio

## AL SCHMID: HERO

Sirs:

I thought you would like to know that Al Schmid (LIFE, March 22) is continuing to make headline news with his activities.

On March 26 Marine Corporal Schmid was told he would be given a specially designed medal and $1,000 by the Philadelphia *Inquirer*. Two days later, the Navy Department announced that Al had been given his second promotion since he wiped out 200 Japs on Guadalcanal last August. Sgt. Schmid got the news just as he returned from New Orleans where he and his fiancee, Ruth Hartley, had been guests of the city.

Al, who is still undergoing medical treatment for the wounds he received in action, remains as cheerful and confident as ever.

DANIEL WILLIS

Philadelphia, Pa.

Sirs:

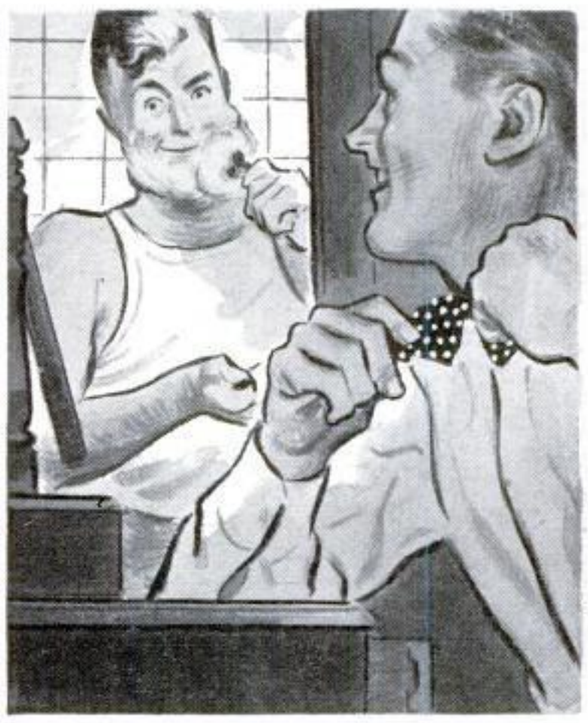
Just a line to congratulate you on the excellent article about Al Schmid. It is one of the best pieces I have ever read in LIFE. It is simple, straightforward, dramatic, exciting.

STEFAN LORANT

Lenox, Mass.

(continued on p. 12)


# What a wife doesn't hear!



**1.** "BOY! MY WIFE FINDS AN ANSWER FOR EVERYTHING. NOW SHE'S EVEN FOUND A BRAN THAT TASTES GOOD. IT'S **NABISCO 100% BRAN** MADE BY THE FOLKS WHO BAKE RITZ CRACKERS."




**2.** "ONE TASTE OF THIS AND YOU'LL LEARN THAT BRAN-EATING CAN BE A PLEASURE! WHAT A FLAVOR!"

**3.** "BEST YOU'VE EATEN, EH? AND REMEMBER, **NABISCO 100% BRAN** IS AN EASY WAY TO HELP RELIEVE CONSTIPATION DUE TO INSUFFICIENT BULK."




**IT'S EFFECTIVE . . . YET SO GENTLE—**

The reason is simple! A wonderful, improved process called Double-Milling makes the fibers of NABISCO 100% BRAN smaller...less apt to irritate. And wait till you taste the appetizing muffins made with this bran! The recipe is on the package. Look for NABISCO 100% BRAN—it's in a *yellow* and *red* package!



ACCEPTED AMERICAN MEDICAL ASSN. Council on Foods

This seal means that the Council on Foods of the American Medical Association has accepted this product and approves this advertisement. (If your constipation is not helped in this simple manner, see a competent physician.)

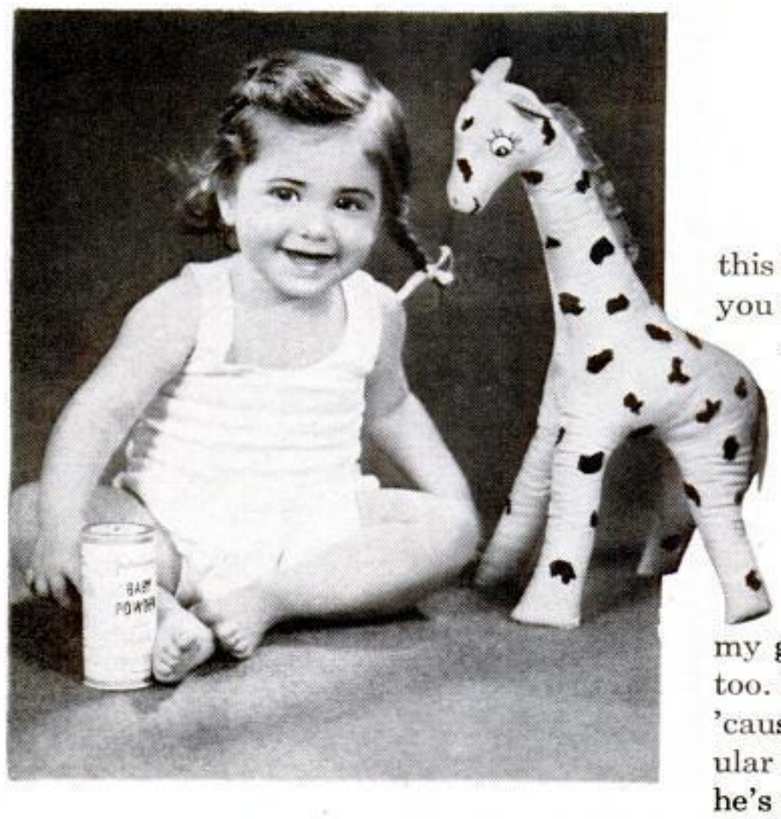
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# Now if you ask Susan . . .



this is what you'll hear when you translate her gurgles . . .

"I love Johnson's Baby Powder! It's nice and white and soft as a kitty. And it makes my skin feel so good I hardly know I have any.

"Freckles here (he's my giraffe) likes Johnson's, too. Only he's afraid to use it 'cause it'll make him too popular with other giraffes—and he's very shy. Shucks, Freckles, you *know* it's good for your spots! C'mon stick your neck out—and have some Johnson's."

# then if you ask Susan's mother, who's a nurse . . .



you'll get an experienced professional viewpoint. She's Mrs. Sophie Small, graduate nurse.

"Johnson's is such soft, fine powder, it agrees perfectly with Susie's tender skin," says Mrs. Small. "Then of course Johnson's is made by a house that has served the medical profession for years —not a cosmetic house. And that's so important to anyone with my training!

"Ever since Susan was a tiny baby, Johnson's has been my standby to help chase away chafes and prickles. It's the grandest thing I've found to make a baby comfortable!"

# . . . you'll know why nurses powder their Babies with Johnson's Baby Powder




REGULAR PACKAGE WARTIME PACKAGE

Johnson & Johnson
NEW BRUNSWICK N. J. CHICAGO ILL.


## *LETTERS TO THE EDITORS*
(continued)

Sirs:

I was extremely interested in your article on Al Schmid. My home is in Doylestown, Pa. and naturally, speaking of Al's visit to that place, my interest was greatly aroused. However, I felt sad as I read of the passing of Johnny Rivers. Johnny played end on Quakertown High's great football team of 1935–36. I played quarterback for Doylestown High the same year and Johnny was undoubtedly the hardest-hitting and smartest defensive player I ever opposed. I can readily believe he put as much spirit and determination in helping to eliminate those Japs and I regret that more of them will escape his endeavors.

C. FRANKLIN BISHOP
Morgantown, W. Va.

### CUB'S ANCESTOR

Sirs:

You may be interested to know that one of the entrants in the sculpture division of the Artists for Victory show at New York's Metropolitan Art Museum





TUFFY (TOP) AND "BEAR CUB"

(LIFE, March 8) was modeled after a set of pictures appearing in LIFE.

*Bear Cub*, which I entered in the show, was made solely from Tuffy, the bear cub who appeared in LIFE's Speaking of Pictures for May 12, 1941.

CLEO HARTWIG
New York, N.Y.

### GJON MILI'S CAT

Sirs:

In your Speaking of Pictures on the soldier and the cat (LIFE, March 22) you say: "To make the pictures Mili was forced to acquire a black cat. Now he does not know what to do with her." Would you please tell Mr. Mili that if he would ship his cat to 207 North Martha St., Stillwater, Minn., we should be glad to give her a good home.

ANN JOHNSON
Stillwater, Minn.

Sirs:

If Gjon Mili still doesn't know what to do with that gorgeous cat, I'd be only too glad to take her. How's chances?

MRS. CAROLYN BERRY
Montclair, N.J.

Sirs:

RE CAT MARCH 22 ISSUE OF LIFE TELL MILI SEND CAT EXPRESS COLLECT THANKS

W. UMSTEAD
Williamsport, Pa.

● Mr. Mili, a kindhearted man, has decided to keep the cat.—ED.





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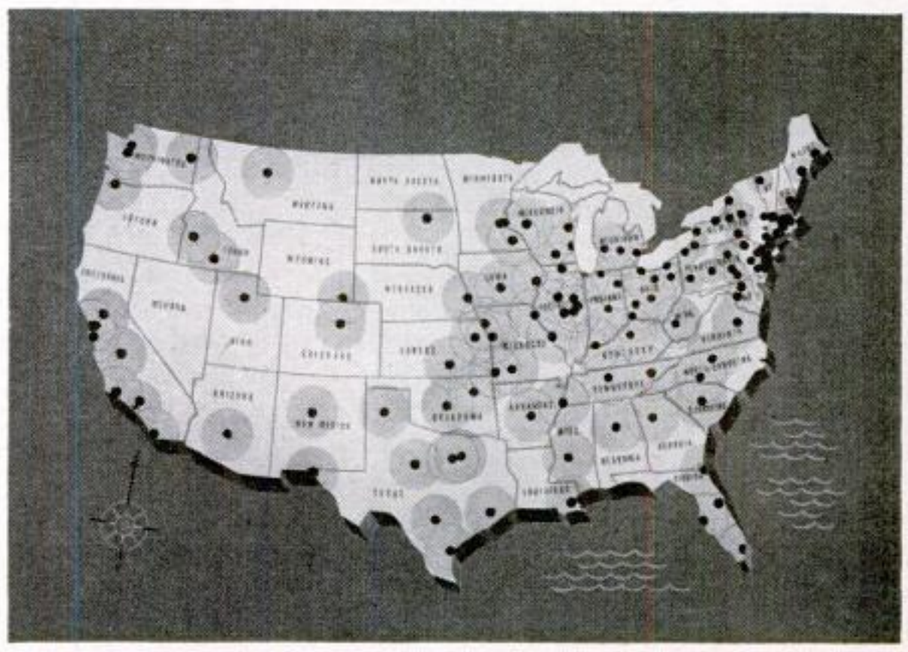
IN Phoenix, Arizona, lives a man named Hans C. J. . . . . * (*left*), whose experience strikingly highlights the importance of better hearing in America's war effort.

Given his master's degree in engineering by the University of Copenhagen, he rose to the rank of Major in the Danish Army, and served as Captain in the Signal Corps in our United States Army in 1917. He was brilliantly educated, able and successful until a hearing impairment, neglected for 10 years, made it so difficult for him to get along with people that he had to earn his living by manual labor.

Several years ago, he was fitted with a Sonotone, and today, as placement officer in the U. S. Employment Service office at Phoenix, Captain J. . . . . has the responsibility of seeing that the great aircraft, rubber, transportation and other war industries in Arizona get the skilled men they need. It is his job to visit the plants, keep in touch with the personnel managers, know the type of men they need, and then find them those men. Much of his time is devoted to interviewing applicants in his office, as the photograph shows. He averages 40 interviews a day and last year helped place over 5,000 men in America's war plants. For a man who can't hear without his Sonotone, that's a sizable contribution to America's victory.

To thousands upon thousands of other Americans who'd like to have a hand in the war effort but who hesitate because of hearing troubles, Captain J. . . . . 's experience should be inspiring. There is room . . . and vital *need!* . . . in America's wartime plants for every pair of skilled hands in America. And there is no earthly reason for any reluctance in offering your help. The old prejudice against hearing aids in industry is disappearing. And thanks to the scientific advances of the past 14 years, many of them Sonotone's contributions, a very high percentage of hearing troubles can be definitely helped. If you want to do a better job for your country, see your doctor and then, if you need a hearing aid, call at the nearest Sonotone office.

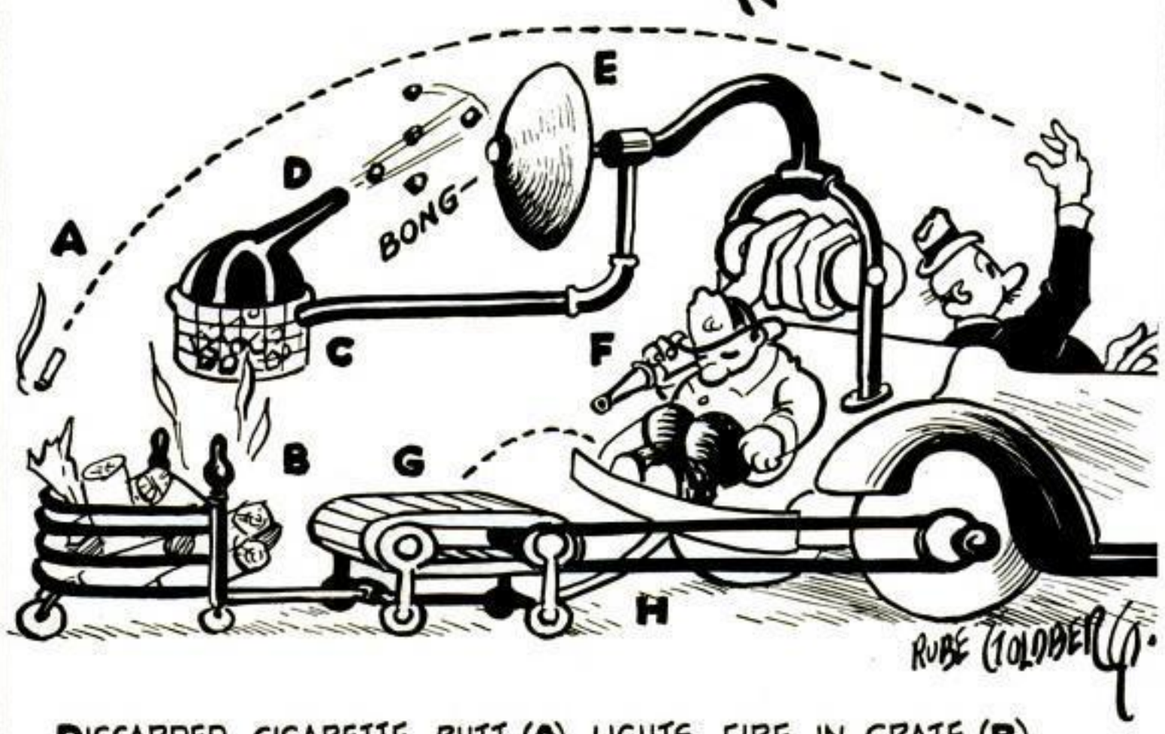
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**For information on Sonotone** telephone or write any of the 142 Sonotone offices in the United States, or write Sonotone, Elmsford, N. Y. (*In Canada, address 229 Yonge Street, Toronto. In England, write 144 Wigmore Street, London, W. I.*)

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# "SAVE GAS!" SAYS— RUBE GOLDBERG




DISCARDED CIGARETTE BUTT (A) LIGHTS FIRE IN GRATE (B), HEATING POPCORN (C)— CORN POPS THROUGH NOZZLE (D), RINGING FIRE BELL (E) AND WAKING UP MIDGET FIREMAN (F)— FIREMAN, IN ANXIETY TO PUT OUT FIRE IN GRATE, RUNS ON TREADMILL (G), CAUSING BELT (H) TO SET CAR IN MOTION— THIS SHOULD BE SIMPLE METHOD OF DRIVING TO MOVIES IF YOU DON'T LIVE OVER A BLOCK AWAY!



**OR if you can't save enough**

**that way, just sound your "Z"—get**

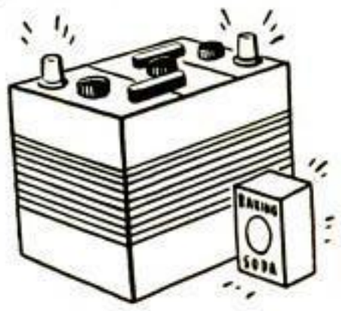
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**Tips on Battery Care**




Keep terminals clean and tight. Remove any corrosion with baking soda and water. Wash with water, and coat with vaseline. Keep battery filled with distilled water.

Recharge when check shows need.

★ ★ ★

Wartime care of your car is important—and interesting! Send today for "Keep Your Car Alive"—16 illustrated pages of unusual facts about often neglected parts. Address Dept. AL, The Pennzoil Co., Oil City, Pa.

**OIL IS AMMUNITION—USE IT WISELY!**

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*Next time, drive in at the yellow oval sign and—Sound your Z for PennZoil Motor Oil.*

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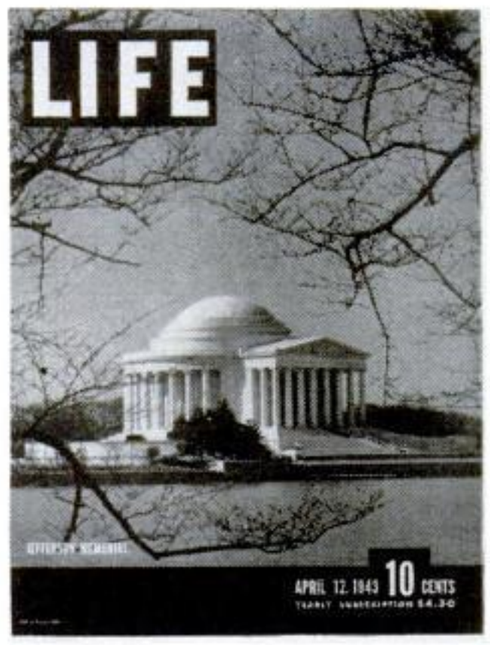
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**LIFE'S COVER:** The $3,000,000 Jefferson Memorial, which is ready for dedication this week, is here seen across the Washington Tidal Basin, framed by the Japanese cherry trees. Authorized by Congress in 1934, the memorial was designed by John Russell Pope, Otto Eggers and Daniel P. Higgins. Mr. Pope died a year before ground was broken in 1938. For more on Thomas Jefferson see pages 62–75.


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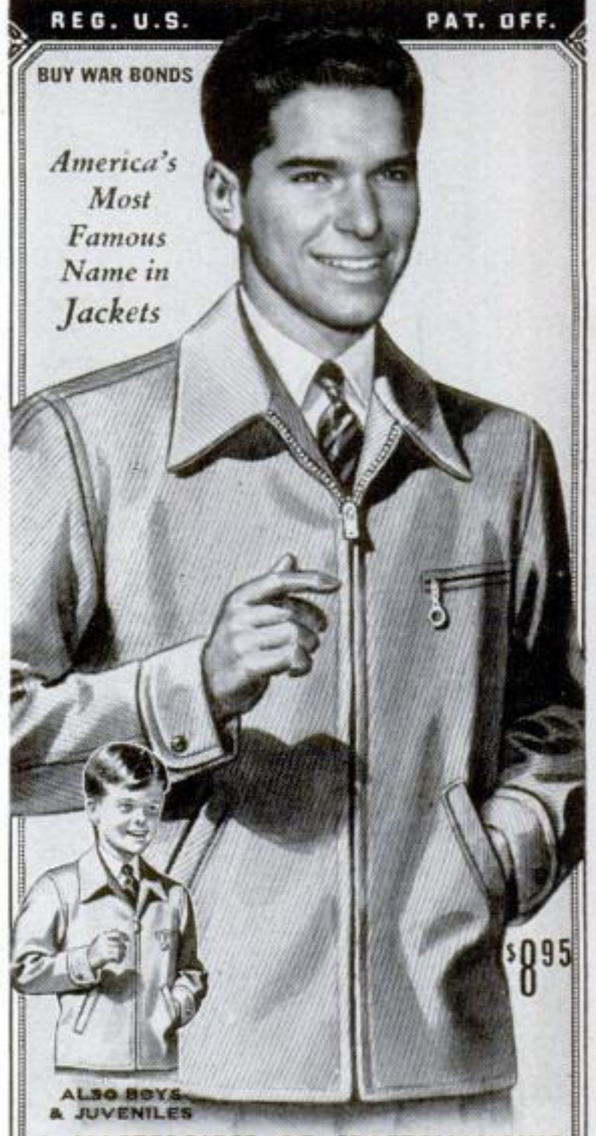
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# Lo and Behold!
# A DREAM COMES TRUE
## IN THIS Easter Gift
### START TOMORROW'S HAPPY HOME IN A LANE



EASTER! All Nature is awakening. And soft as the breath ot a maiden's "yes," that beautiful song called love is making two hearts beat as one . . . This is the very best time to start your happy home to come—in a Lane Cedar Hope Chest.

When you choose Lane, you provide the *utmost* protection for her trousseau and those dear things she is now collecting. For Lane is the only tested aroma-tight cedar chest in the world. See the glorious new models now on display at your dealer's. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

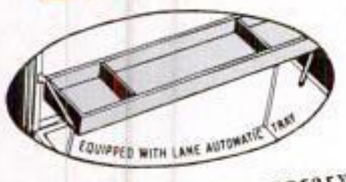
*To Men in Service: Write factory if name of Lane dealer where chest is to be delivered is not known.*

**Only LANE Has All These Guaranteed Moth Protection Features**

**1.** The only tested aroma-tight cedar chest in the world. **2.** Exclusive aroma-tight features assure guaranteed moth protection. **3.** Built of ¾-inch aromatic red cedar in accordance with U. S. Government recommendations. **4.** New waterproof Lane-welded veneers will not peel. **5.** Chemically treated interiors even aroma flow—prevent stickiness and add life to the chest. **6.** Free moth insurance policy written by one of the world's largest insurance companies.



## LANE Spring SPECIAL




**No. 48-2073.** A contemporary, modern design of exquisite beauty. The entire exterior is matched, waterproof American Walnut and Oriental veneers, hand rubbed and polished. Equipped with Lane Patented Automatic Tray.

**$39.50** *Slightly higher in West and Canada*



**The ideal gift for sweetheart, daughter, mother, or sister for engagements, birthdays, weddings, graduation, anniversary, or confirmation. Styles and exteriors to suit every taste.**

### A Patriotic Mother's Day Gift—May 9

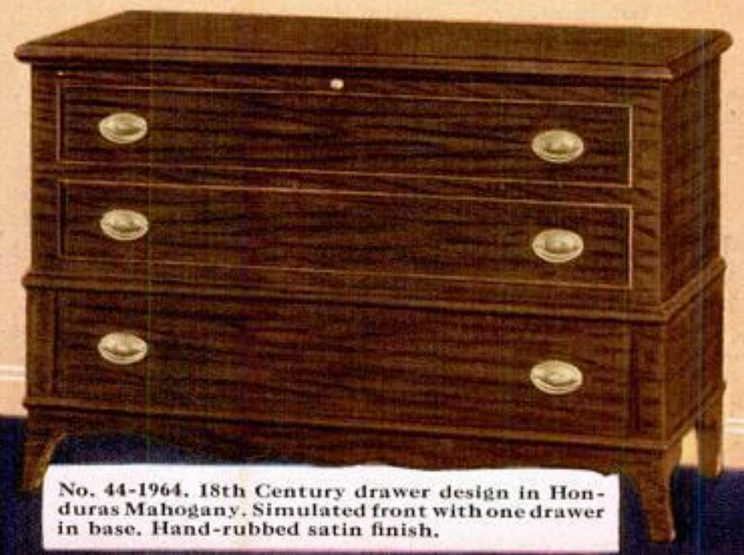
WOOL is a war weapon. Give mother the best-known moth protection for her precious woolens—a Lane Cedar Chest.

**CONSERVE!**
**BUY BONDS**
**SAVE WOOLENS**

# LANE
## *Cedar* HOPE CHEST
*THE GIFT THAT STARTS THE HOME*



**No. 48-2011.** A colonial chest in antique Maple with the simple lines and chaste beauty found only in chests of authentic design. Lane Automatic Tray.

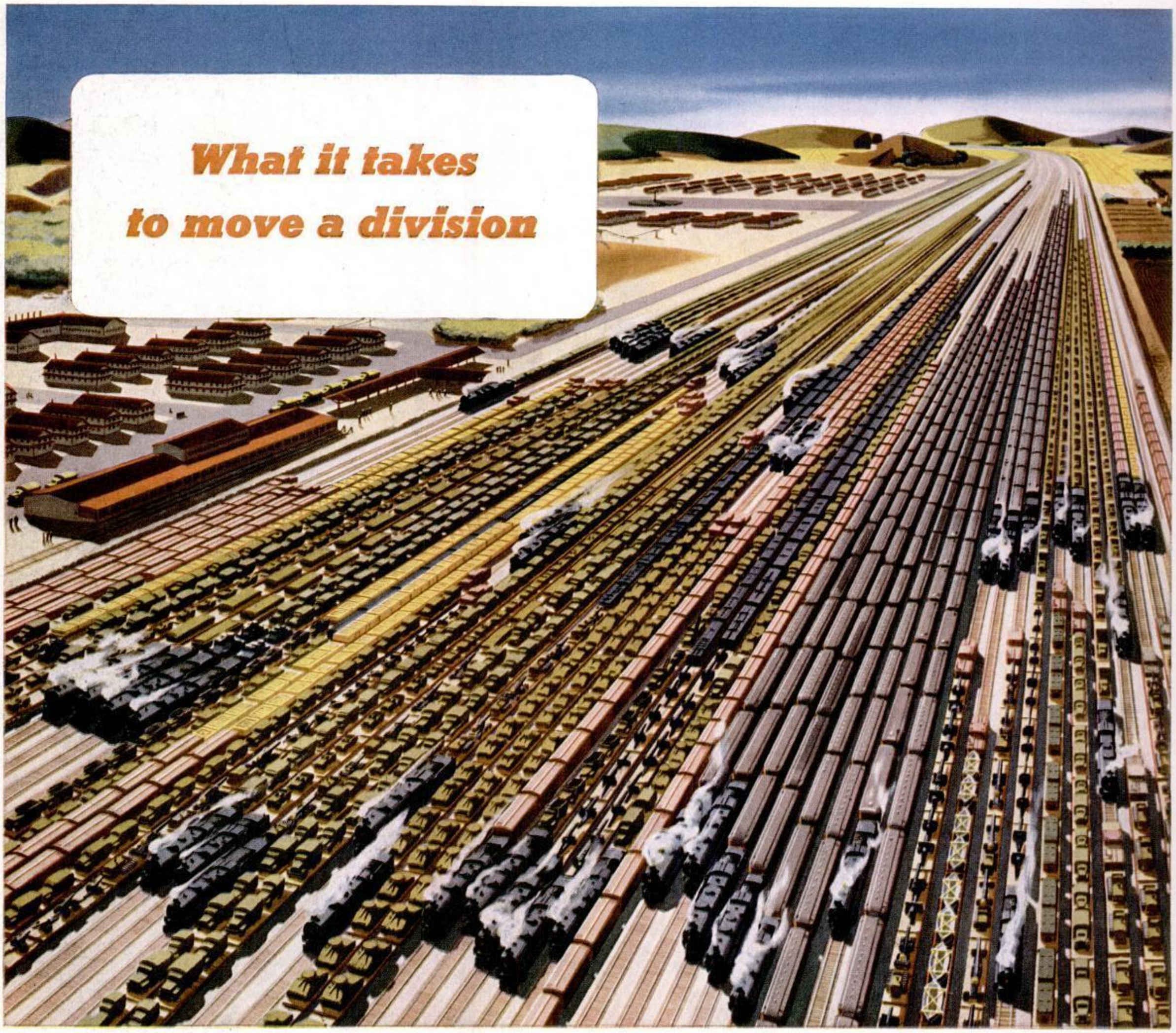


**No. 44-1964.** 18th Century drawer design in Honduras Mahogany. Simulated front with one drawer in base. Hand-rubbed satin finish.



**No. 48-2078.** Symbolical of Victory and a happy home, this Lane Chest features woods of the United Nations. Equipped with sliding, removable tray. Hand-rubbed and polished finish.

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IF, like the eagle, you could look down on the amount of railroad equipment it takes to move a single armored division, here is what you would see . . . *75 trains!*

Many passenger trains, many freight trains —all required to move just *one* division. For a division takes all its equipment with it—tanks, jeeps, armored cars, supply trucks, tractors, anti-aircraft guns, many things. And its men, numbering about 12,000, need berths in which to sleep!

What's more, when this division moves by rail, it moves as a unit—that is, trains following one another a few minutes apart.

Now, in terms of trains, those 75 *taken out* of civilian service and *put into military service,* are *about equal to* the number of passenger trains running daily over the Pennsylvania Railroad between *two of the busiest places on the face of the globe*—New York and Washington.

Multiply this one division by the many moving in this country and you can understand why . . . you may have difficulty getting a berth . . . or be obliged to stand in a coach . . . or arrive at your destination late. In fact, demand for equipment is now so great that on arriving at terminals cars must be put right back into service, so you may find them not quite so spic and span as we would like. Housekeeping facilities are adequate but there's not always time.

But Americans are taking all this like good soldiers. For they know this is a war of movement, and that movement begins right here—*in America, on the rails.*

★ *26,611 in the Armed Forces*
★ *21 have given their lives for their country*

BUY UNITED STATES WAR BONDS AND STAMPS

**PENNSYLVANIA RAILROAD**

*Serving the Nation*

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Vol. 14, No. 15

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April 12, 1943

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## LIFE'S PICTURES



Eric Schaal, who took the pictures of Sergei Rachmaninoff on pages 4-7, not only had to wait three years for his appointment, but was forced to hurry when the camera-shy Russian pianist finally received him in his apartment shortly before his death. Noticing that Rachmaninoff glanced restlessly every few minutes at an electric clock on his bookcase, Schaal managed to blow out a fuse in hitching up his floodlights. The clock stopped. Rachmaninoff relaxed. Schaal finished his job.

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A friend of the whole community. Out of bed at midnight, many a night . . . brought half the young ones in Tyler County into the world. Knows every ache and pain for miles around.

Doc's seen a lot of life in his twenty years of service. He's seen folks born . . . and seen 'em die. He's seen families left comfortable—and others without a penny of life insurance.

Yet for years now, whenever Doc's life insurance man has come around, Doc's brushed him aside. "Too busy!" he says. Yes—too busy looking after everybody else's family to give much thought to his own . . . in the future that seems so far away . . .

Guess Doc doesn't appreciate that saying: "The future belongs to those who prepare for it." Funny, isn't it? There seems to be a little of Doc Larrabee in us all. It's just so easy for us to say, "Too busy!" or "Maybe tomorrow"... when tomorrow may be too late!

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LIFE

Vol. 14, No. 15 April 12, 1943



AMERICAN NAVY FLIERS GET FINAL INSTRUCTIONS BEFORE TAKING OFF FROM GUADALCANAL'S HENDERSON FIELD TO BOMB THE JAPS. LIEUT. (J. G.) STANDRING IS YAWNING

# SPRING OFFENSIVES

## NEW AND MORE POWERFUL ALLIED AIR FORCE HELPS MAKE THEM SUCCESSFUL

It was Spring 1943. On the deserts of North Africa blossomed fragile white daisies, purple heather, and bright morning-glories. Over the sands moaned the khamsin, a hot wind from the south, bringing a promise of summer droughts. In Scotland appeared the first snowdrops, and in the Solomon Islands, where spring is fall, the rainy season neared its end.

With spring came the military offensives. And with the offensives came initial Allied successes. They were not yet big. They were not decisive. They had their cracks and their weaknesses. But they were guarantees that this year the Allies are determined to stay on the offensive.

Spring 1943 was also marked by a new military fact. It saw the emergence of a powerful worldwide Allied Air Force. At the beginning of World War II the Allies had taken a licking because they did not understand the effectiveness of airpower. Now they had learned. Now they brought forth an airpower, still immature and still growing, which was already the greatest concentration of bombers and fighters in world history.

Last week that airpower was hard at work around the world, helping make the Allied spring offensives successful. The British flanking of the Mareth Line was accompanied by a tremendous pounding of German positions. The German retreat was harassed by Spitfires, Lightnings, Hurricanes, Airacobras, Mitchells, Fortresses and Marauders. From Africa, the U. S. Air force launched a 100-Fortress raid on Sardinia. From England, British heavy bombers attacked Berlin twice in 72 hours, dropping 900 tons of bombs on each attack. The Pacific battlefronts—Australia, China, Alaska—got the short end of America's growing airpower. But what they got was being used with great effect. General Chennault's 14th Air Force (*see page 76*) was harassing the Japs in China while the U. S. Navy fliers shown above took off from Guadalcanal to bomb the Jap base at Munda (*see next page*).

The Allied High Commands were not kidding themselves, in spite of their initial successes. Airpower could soften up, but it could not destroy the enemy. The infantry would still have to do that. And the greatest threat of 1943—the Axis submarine—was not yet licked. Japanese strength in the South Pacific was increasing rather than decreasing. Rommel had not been trapped in Tunisia. The invasion of Europe lay ahead on a blue, but bloody, horizon.



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# DAY BOMBING

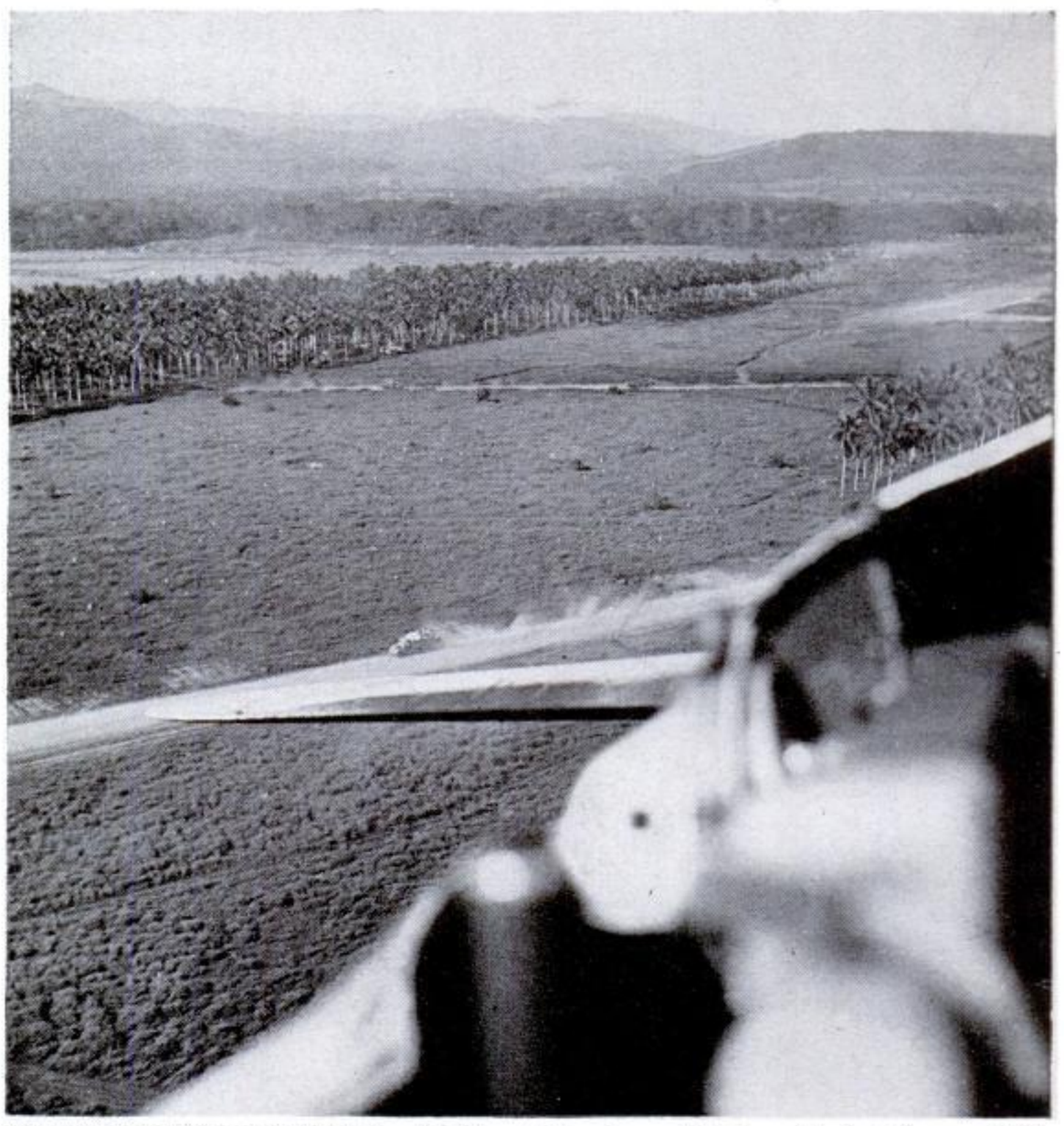
## NAVY BOMBERS AND TORPEDO PLANES HIT JAPS AT MUNDA

These two pages show American airpower in action. From Henderson Field on Guadalcanal recently Navy dive bombers and torpedo planes, accompanied by fighters, bombed Japanese anti-aircraft positions at Munda Island.

For the Navy fliers it was a routine raid. For LIFE Staff Photographer Frank Scherschel, who went along in the front cockpit of a dive bomber, it was the most exciting day of his life. He writes: "Our objective is the airport at Munda. The TBF's (torpedo planes) have started their runs. There is a little AA fire. We start to peel off, then pick up speed and go over as in an outside loop. As we head down I make two shots, now hanging by my belt. Pressure pins me to the seat and I can't move a hand. We level out. Five bombs have hit the target area. Suddenly there is a sputter from the motor. Sounds like no gas. I take hold of the wobble pump and pump like mad. Below is water. Over our shoulder are Japs. The sweetest sound in the world is that motor at last coming to life. We get away safely."



**Navy dive bombers take off** from steel-mat runway on Henderson Field. Five-hundred-pound bombs are loaded under wings, to be dropped on Jap anti-aircraft positions at Munda.



**Circling over Guadalcanal** after the take-off, bomber gets last good look at its grass fields and coconut groves. Scherschel reported at Henderson Field at 7:45 a. m. and was back for lunch.



**Munda airport** lies under the fluffy white cloud on the island in center. Navy dive bombers are ready to start peeling off for their dives. The torpedo planes have already made their runs.



**Down come the dive bombers** toward the Munda airfield strip. Scherschel later reported 9,000 lb. of bombs, plus one of his lens shades and 21 film-pack tabs, were dropped on the Japs.



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U. S. bombs explode on Jap gun positions at Munda, while ack-ack bursts in the sky

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MARKED BY BRIGHT SPOTS IN PICTURE, PARACHUTE FLARES ILLUMINATE JAP CARGO SHIP IN BISMARCK SEA. ALLIED BOMBS ARE HURTLING TOWARD HER THROUGH THE NIGHT

# NIGHT BOMBING

## BY LIGHT OF FLARES, JAP SHIPS ARE FOUND AND SUNK IN PACIFIC

Allied bombers operate right around the clock in the South Pacific seas, carrying out their war of extermination against Jap shipping. At night they light up their targets by bright parachute flares, dropped either by the bombers themselves or by "pathfinder" planes (often P-38's or A-20's) which drop the flares behind the Jap ships, making them a perfect silhouette target for the oncoming bombers.

In the pictures above a Jap cargo ship (*left*) and a Jap destroyer of the Asasio class have been caught in the merciless light of parachute flares, and in spite of all their twistings and turnings they are about to be sunk. The actions occurred in the Battle of the Bismarck Sea, where Lieut. General George Kenney's bombers sank 22 Jap ships and destroyed 95 Jap fighters at the cost of only four Allied planes.



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A JAPANESE DESTROYER TRIES TO ESCAPE THE FLARES AND THE BOMBS, BUT DOES NOT SUCCEED. HER 34-KNOT SPEED, FIVE-INCH GUNS AND AA BATTERIES DO HER NO GOOD

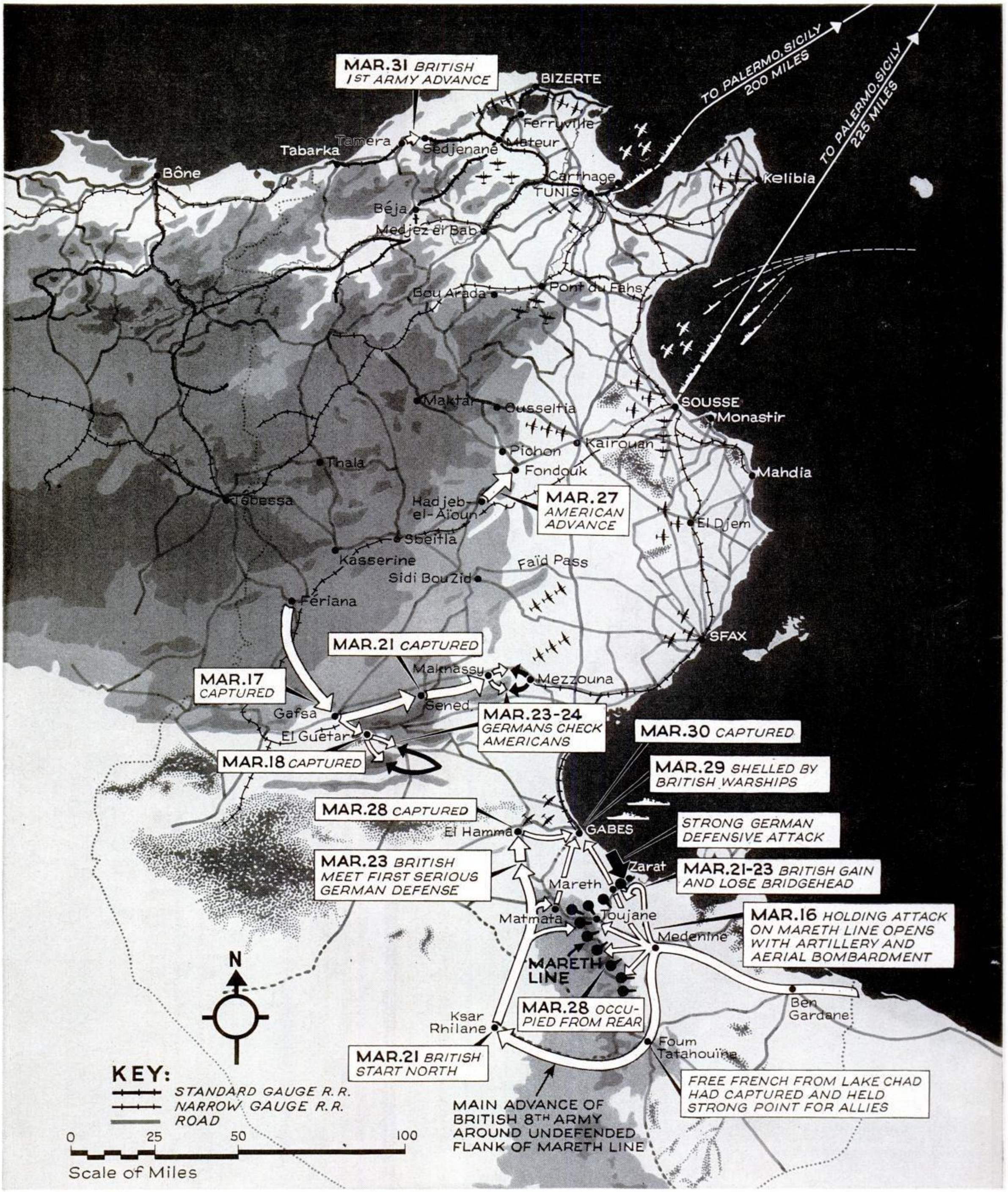
In this manner Allied airpower stretches out to the South Pacific. But its effect is minuscule there compared to its effect in Africa and Europe. On Essen alone the R. A. F. recently dropped 1,000 tons of bombs while the heaviest raid on Rabaul totaled 80 tons. Neither Kenney nor General MacArthur feel they have enough planes. Even MacArthur's own spokesmen, discussing the Bismarck Sea battle, were restrained in their optimism. Said they, "It is a well-known maxim that a loser always looks bad, even though the margin that brings victory, sometimes overwhelming victory, may be hardly more than an eyelash. Japanese air forces are increasing in strength here, notwithstanding past losses and defeats. Any disparaging discount of Japanese air potential is not only incorrect but dangerous."

To change permanently the Allied war in the South Pacific from the defensive to the offensive, General Kenney said he wanted 7% of the U. S. air output. By February's standards, when 5,500 war planes were produced in the U. S., this would yield him nearly 400 planes a month. Whether he will get what he is asking is problematical, for plane production still falls far short of all the needs of all the fronts. However, new-type bombers, such as the bigger Flying Fortresses and Liberators, are entering production or are well on their way toward the battlefields. More than 2,500,000 men were scheduled to be in the Army Air Forces by December. And even in Washington, where airpower had long taken a political back seat, Henry ("Hap") Arnold, chief of the Army Air Forces, has been made a full general.

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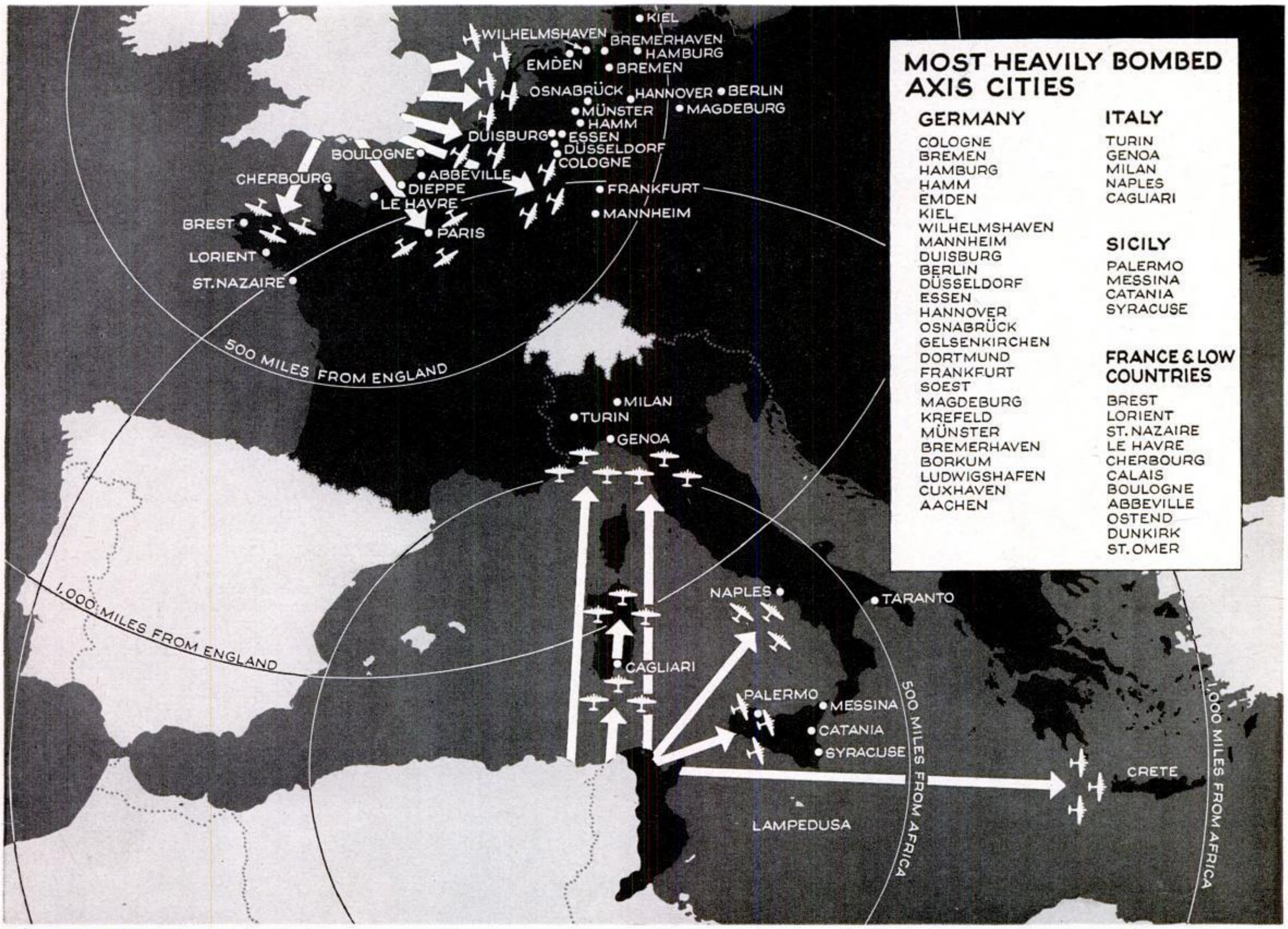
## Spring Offensives (continued)




**The Battle of Tunisia,** mapped above, had a climax last week in the Battle of the Mareth Line (*bottom*), between the blue-gray Matmata hills and the sea. Montgomery tried a stab straight into the line by night, won and lost a bridgehead. But he had already secretly sent around the line a flanking force of tanks and motorized infantry, riding by night in a great V. When it made contact, Montgomery "reinforced success" and at great risk pulled his best armor out of the line and sent it too racing around toward El Hamma. The decisive battle of March 26 began with the sun and the khamsin wind in the Germans' eyes. Montgomery first played his ace, a two-and-a-half-hour attack by every light bomber he could round up, in a blitz unequaled in North Africa. Then Highland, New Zealand and English infantry and tanks ripped through to El Hamma. Rommel hastily yanked the Afrika Korps out of the Mareth Line and scudded north. With a force of about 200,000, still being reinforced by nearly a thousand a day, Rommel now had to run the gauntlet of Americans, French and Britons from bottom to top of the map. His position was all flank. The Americans, including the First, Ninth and 34th Infantry Divisions, First Armored, held the line from Maknassy to El Guetar.



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**Destruction of Axis Europe** by bombing has so far produced the pattern mapped above. Only the more serious and sustained bombings are listed. In general, the R. A. F. has done area bombing by night to wipe out whole cities, the U. S. Eighth Air Force has done precision bombing by day against specific factories, docks and depots. Some 15,000 tons of Allied bombs have been dropped on Axis Europe in the past month. (Germans dropped perhaps half that on London in the terrible month of September 1940.) Chief objective lately has been Nazi U-boat bases, but the heavily concreted U-boat pens are virtually invulnerable to bombs. Lately General Eaker, chief of the Eighth Air Force, optimistically announced that by the year's end he would have almost as many planes in Britain as the British. To this must be added the heavy U. S. air force in North Africa, which last week sent 100 Flying Fortresses against Cagliari.

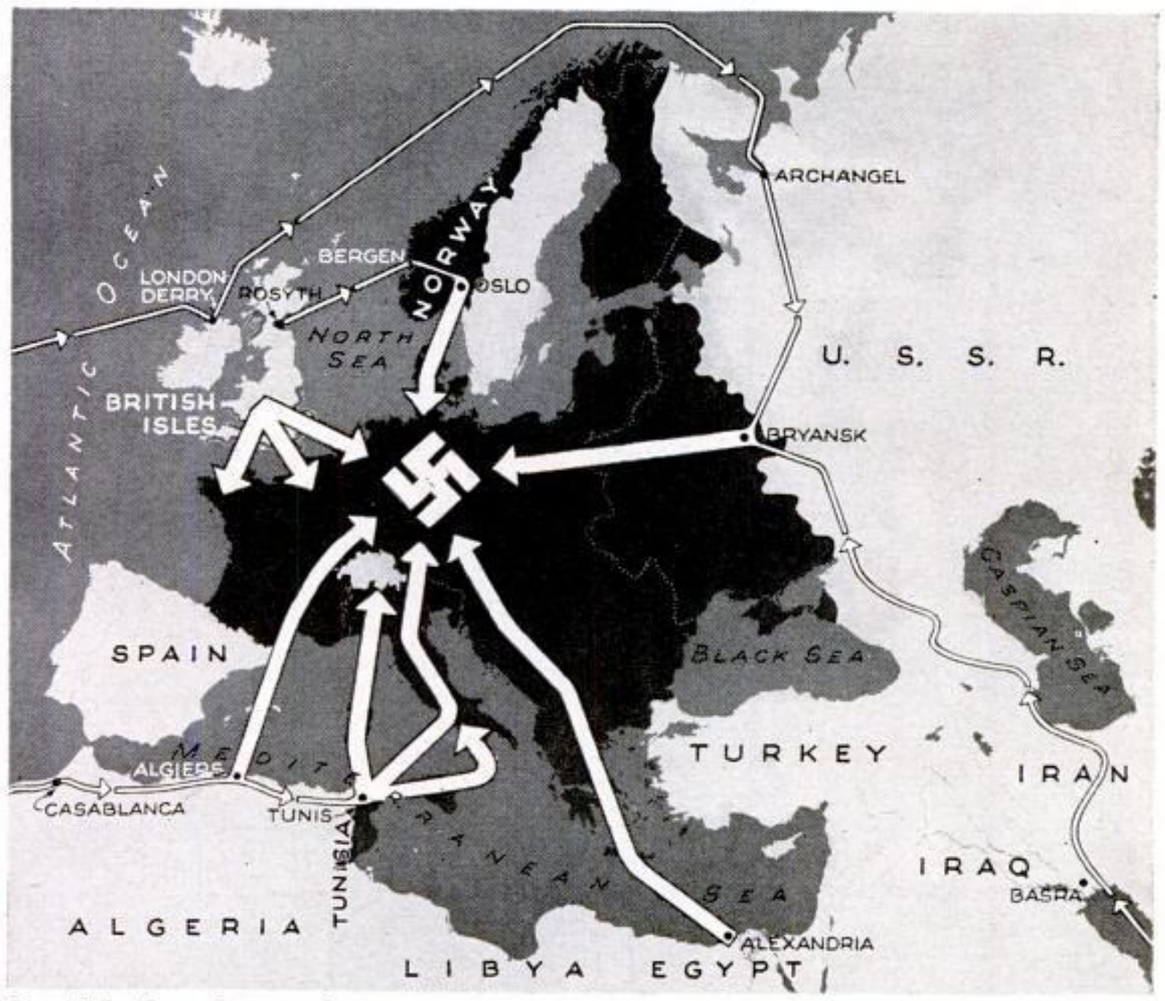
# ALLIED BLOWS

## TUNISIA IS PRELUDE TO INVASION

The victory at the Mareth Line (*see opposite page*) took the Allies one long step closer to the invasion of Europe. The bombing of Europe by day and by night was a prelude to invasion. Big British war games in England led the Berlin radio to predict: "The British are massing for some audacious attempt on the Continent." The British radio agreed that "invasion is not far off." Elmer Davis put the date at sometime in 1943. General Giraud warned Laval that the Fighting French were on their way to Paris.

The Germans seemed to believe this. They had militarized most of the coast of West Europe, had piled four divisions into Crete. Rhodes, Scarpanto, demanded 100,000 Frenchmen to build a Mittelmeer Mediterranean Wall, made all Italy a war zone and Sicily and Sardinia bristling forts.

But first must come the fall of Tunisia. Military men estimated that would take two full months more, until early June. Rommel had almost been caught in the Mareth Line, had made good his escape by only a few hours, but he had escaped. He would probably try to make a Stalingrad or Tobruk out of Tunis and Bizerte. The forces ranged against him considerably outnumbered him and he was fundamentally in the same spot as the Norwegians, Dutch, Belgians, French, Yugoslavs and Greeks had been in previous years. But Rommel knew that it was he who held the thumb in the dike of United Nations invasion. And he could be counted on to hold it till the last possible moment.




**Possible invasion routes** for United Nations forces are shown here. All or none may be used. The notion of a major attack against the anything-but-soft "underbelly" of the Axis comes from the magnitude of the Allied forces already in Africa. Simultaneously an attack on Norway and the west coast may be launched from England, where Minister of Home Security Morrison announced visitors will be banned from coast areas marked with a dark line.

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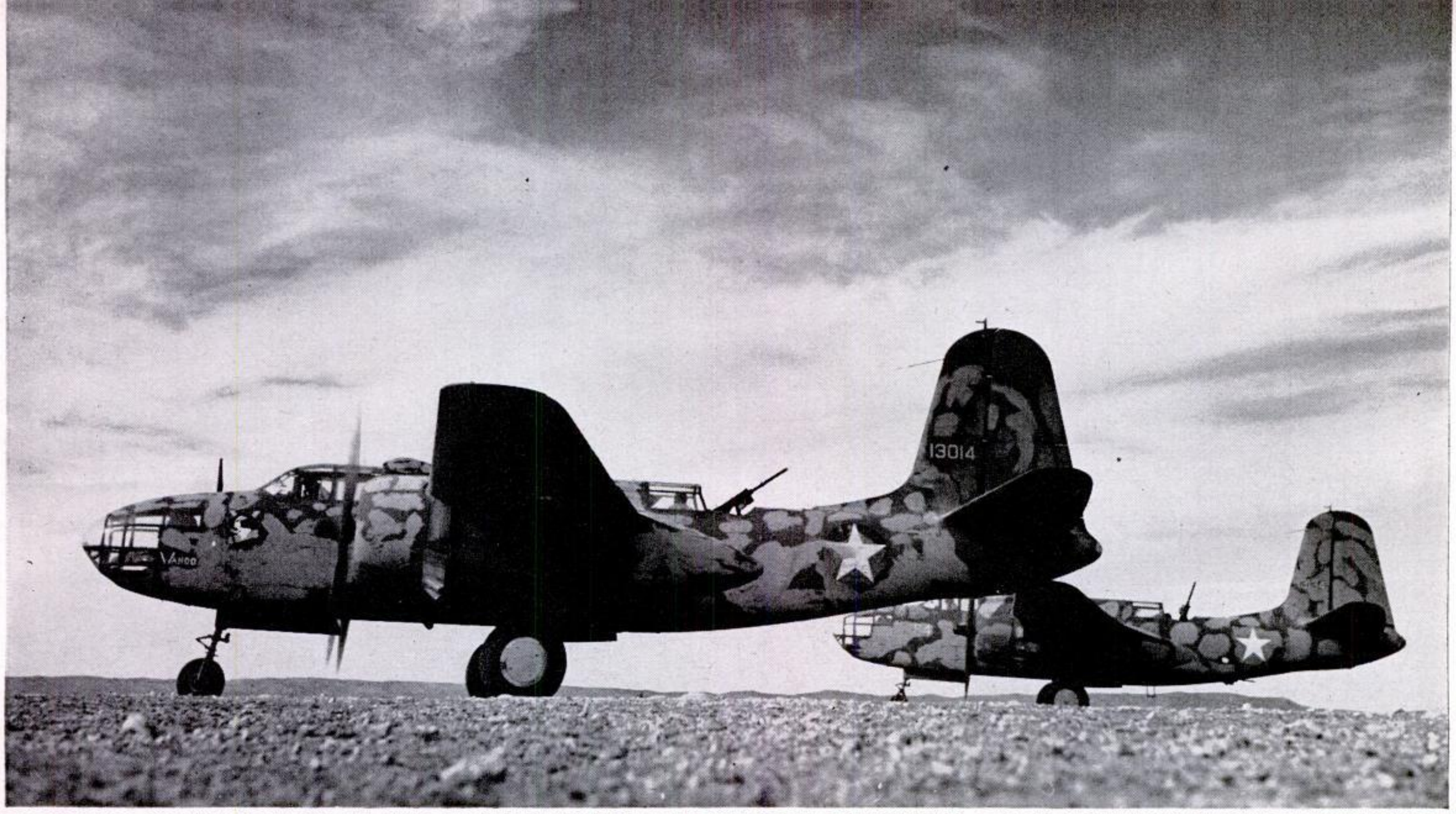
CAMOUFLAGED TRAFFIC CONTROL TOWER AT AN AMERICAN AIRFIELD IN TUNISIA UNDER MOUND OF EARTH. PLEXIGLAS GUN TURRET, FROM A DAMAGED B-25, PROVIDES LOOKOUT

# DESERT AIR BASE

## LIVING CONDITIONS ARE STILL CRUDE

When the first British and American fliers arrived in Algeria and Tunisia, they were forced to sleep on the ground under their planes. The weather was cold and the barren fields muddy. Today things are better, but living conditions are still crude. The men have shoveled for dugouts into streambeds and the sides of gullies. Old Roman ruins are frequently used as mess halls. Stoves are built of ammunition trays, fireplaces of gasoline cans, faucets of hydraulic control valves. Straw matting bought from Arabs serves as flooring and abandoned wing jacks often hold up dug-

INTERIOR OF SQUADRON OPERATION'S DUGOUT CALLED "HANNA'S HOVEL." CAPTAIN WALTER HANNA IS BRIEFING A-20 FLIERS BEFORE A MISSION OVER TUNIS AGAINST NAZI TANKS




CAMOUFLAGED A-20'S JUST BEFORE TAKE-OFF. ONE OF MOST POPULAR OF U.S. PLANES WITH THE FLIERS THEMSELVES, A-20'S ARE PARTICULARLY EFFECTIVE AS GROUND SUPPORT

out roofs. The most ingenious men, of course, have the most comfortable dugouts.

From such crude fields, with sometimes equally crude repair facilities, the U. S. Air Forces in Africa have done a remarkable job. In one day alone, March 30, they made 1,399 sorties against Rommel's fleeing troops. In addition they have flown the "milk run" to Tunis and Bizerte virtually every day for several months. In all these operations they have shot down more than two German or Italian planes for every plane of their own which they have lost. Recently they have turned slightly away from strategic bombing toward a more active support of ground troops. For this job, they have found their light fighter planes unexpectedly valuable. Carrying small bombs and firing machine guns, the fighters have destroyed as many as 200 vehicles on a single mission. British Hurricane and other fighters are even equipped with cannon for ground support and antitank work. The result is that every single fighter, attack bomber, light bomber and heavy bomber, which the Allies have available in North Africa, can now be thrown directly into the fight to push Rommel into the sea.

DIGGING FOXHOLES AT THE AIRFIELD. OVER THESE HOLES MAY BE PITCHED PUP TENTS. BELL-SHAPED HOLES, WIDER AT THE BOTTOM THAN AT THE TOP, ARE SAFEST AND BEST



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## Spring Offensives (continued)

**Onto the Bizerte naval base** fall bombs from U. S. Flying Fortresses, landing among warships and freighters in the harbor, on dock installations and on the warehouses. All last week the Germans were slipping supplies into Bizerte under the cover of darkness.

**Onto the port of Sfax,** on the east coast of Tunisia, fall more bombs. A British naval force was last week reported shelling Sfax, while another report said British troops had landed. Still another report said the Germans were destroying harbor installations.

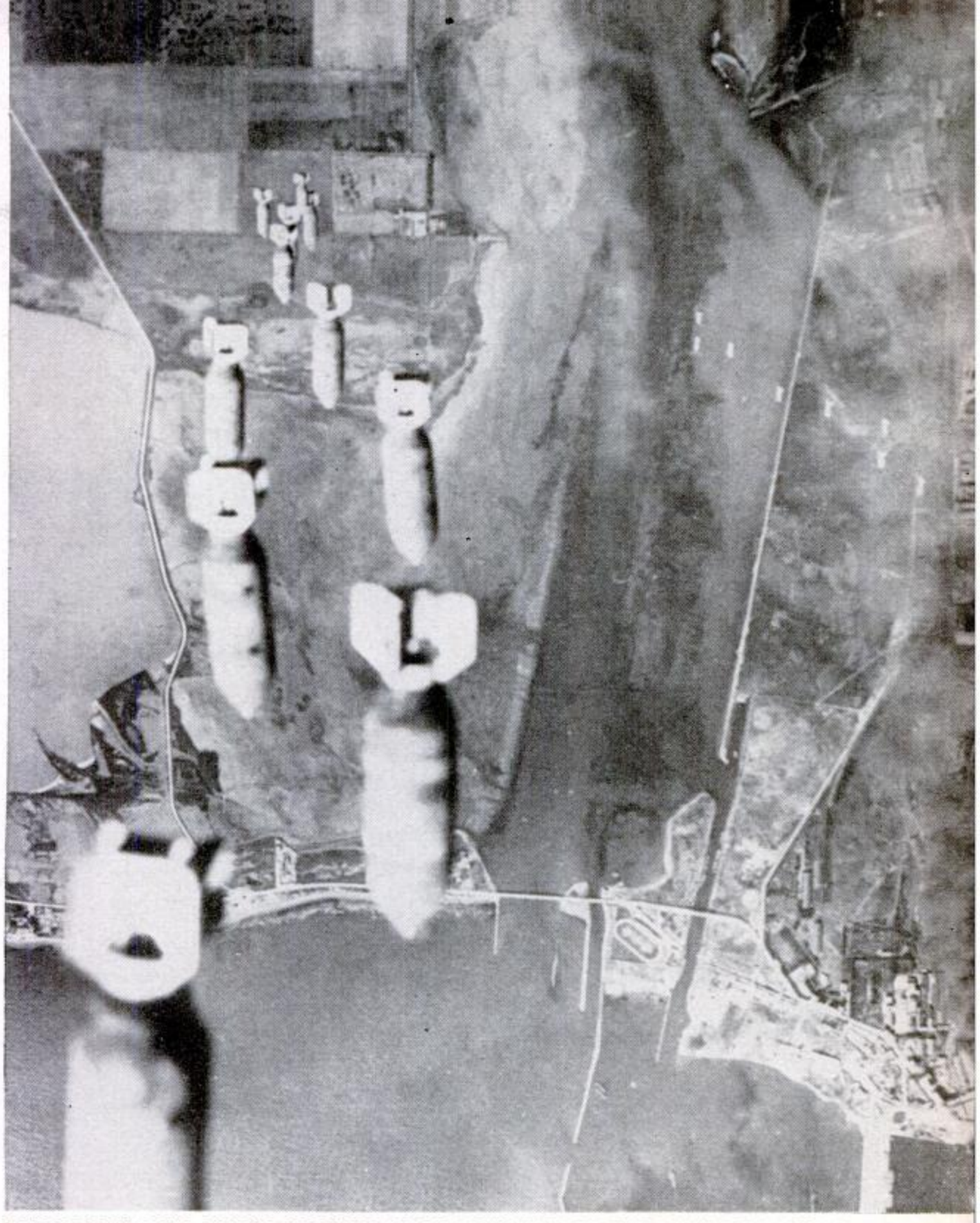
# BOMBING SUPPLIES

## THE ALLIES HIT AXIS SUPPLY PORTS

On these pages you see the reason for airpower's existence. You also see the reason why it would have been tough living last week in Sardinia, Sfax or Palermo. From bases in Algeria, Tunis and Tripoli, Allied bombers were not only plastering Nazi troops, but were ranging farther afield, striking with fury against Mediterranean African ports still in Axis hands, like Sfax, Sousse, Tunis and Bizerte, and against Axis supply ports across the Mediterranean, like Cagliari, Palermo and Naples. By such bombings the Allies hoped to be able to prevent Rommel from reinforcing himself. Said Secretary of War Stimson, "The concentration of British and American airforces was probably the heaviest in the history of North Africa."

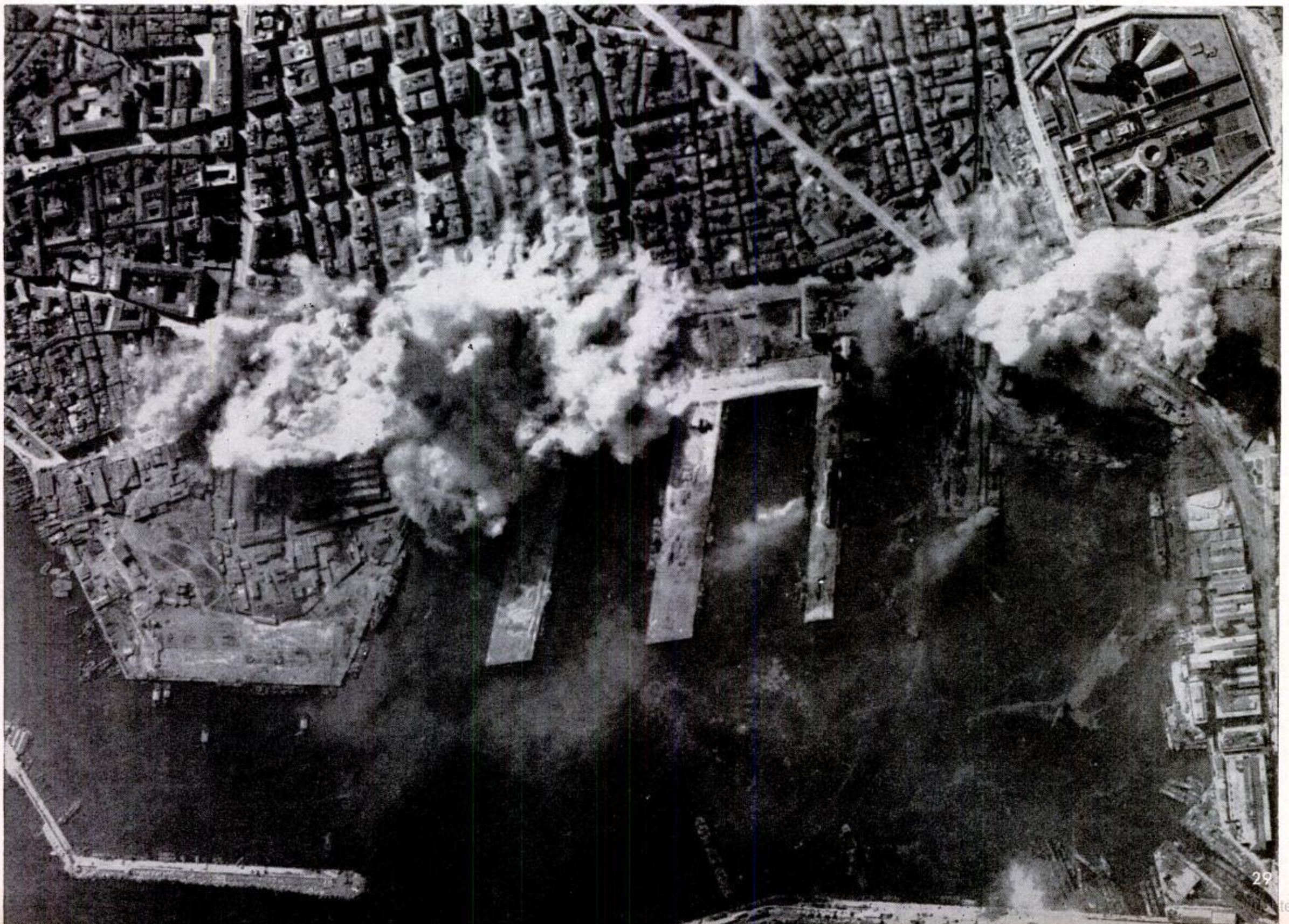
Thus the Battle for Tunis, like all battles everywhere, was in effect a battle of supply. The Axis was attempting to supply their Tunisian armies by sea and air across the Mediterranean. The Allies were attempting to supply their Tunisian armies by sea, air and land. By far the hardest Allied trek was across the Atlantic. Last week Nazi submarines claimed to have sunk 926,600 tons of Allied shipping in the last month. Such a figure may have been exaggerated, but Allied losses in ship tonnage were considerably higher in March than they were in February or January. Moreover, as the days of spring grow longer and Nazi sub packs grow bigger, the figure on losses will undoubtedly mount even higher.

To counter this submarine menace, U. S. production of new ships, was being pushed sky-high. For the first time it was revealed that the U. S. expected to produce 18,890,000 dead-weight tons of shipping during 1943, as compared with 8,090,000 tons during 1942. But in spite of this ship production and in spite of the production of new destroyer-escorts for convoy work, the submarine problem remained unsolved. Into the battle of supply, the Germans were throwing their last chips. With every available piece of metal they were building subs, even tearing up unfinished battleships and cruisers to do so. And last week Admiral Karl Doenitz repeated that the only way to beat the Allies is to cut their communication lines.



BOMBS FROM A U. S. FLYING FORTRESS START DOWN TOWARD THE DOCKS AT PALERMO

**The docks at Palermo,** on the northern coast of Sicily, are shattered by bombs from U. S. Flying Fortresses. The docks themselves are five times as big as city blocks. They are jammed with supplies and the basin with shipping. In one successful raid on Palermo an ammunition ship exploded with a terrific roar and several smaller ships disappeared completely when hit.





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THE CAPTION TO THIS A.P. PHOTOGRAPH SAYS, "TWO BOMBS HIT DANGEROUSLY CLOSE TO UNITS OF AN AMERICAN PATROL IN ACTION ON THE TUNISIAN FRONT. IN FOREGROUND

# GROUND ACTION

## "GREATEST WAR PICTURE" FROM AFRICA PUZZLES EXPERTS ON MILITARY TACTICS

This picture shows U. S. soldiers advancing—on foot, in jeeps, and in a half-track—across a field under fire. The New York *Daily News* called it "one of the greatest battle fotos ever captured by the camera." Certainly it is one of the most dramatic.

Sharp-eyed experts on military tactics, however, noted certain startling things about this picture. In spite of the apparent approach of enemy planes and the explosion of enemy bombs, the soldiers are still riding forward, not bothering to take cover or dig in against air attack. This is a violation of a basic training precept which teaches men always to take cover when attacked by planes. Furthermore, none of the soldiers is looking at the bomb bursts, or making any attempt to fire at the Ger-



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A SOLDIER WOUNDED IN THE LEG BY BOMB FRAGMENTS LIES ON HIS BACK WHILE TWO MEDICAL CORPS MEN BANDAGE THE LEG. . . . CATTLE ARE GRAZING IN THE BACKGROUND"

man planes. Instead they are all watching the hillside, at which a few of them, for no apparent reason, are firing.

Even the bomb bursts themselves are not behaving exactly the way bomb bursts usually behave. Instead of throwing out hunks of dirt, bombs pulverize the ground to dust. Also, it is remarkable too that a camera so close to such a burst would not be shaken enough to make the picture blurry. In the background, too, it is difficult to determine what is going on. Why is a "smoke candle" lit on top of the ridge and who got up there to light it? Why are the vehicles, against all orders, so carefully bunched on offensive patrol? And why are the Germans, if their own troops are within as short rifle range as they appear to be, dropping bombs so dangerously close to their own front lines?

These questions, combined with the movie-perfect timing and camera angle, caused some military observers to wonder if the action might have been staged for the photographer, with dynamite charges to simulate bomb bursts. But the fact that it was taken by a top-flight Associated Press photographer and released by the War Department argues that the picture is authentic. It is quite possible that all the lucky breaks and military abnormalities in the picture might happen at one and the same time. The greatest news pictures of history are usually obtained by accident.

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ON THE DRESS OF SIX-WEEK-OLD ANN HAMILTON LANDESS, COLONEL ROBERT L. COLLINS PINS HER FATHER'S PURPLE HEART AND SILVER STAR. HE WAS KILLED IN ACTION

# CASUALTIES

## BABY GETS FATHER'S MEDALS

Secretary of War Stimson last week said that the war in Tunisia would be long and hard, and that casualties must be heavy. What he did not say was that the casualties in Tunisia would be nothing compared to the blood bath of the European invasion.

The Secretary's warning was given added poignancy by the picture above. The baby is six-week-old Ann Hamilton Landess, daughter of Captain and Mrs. Robert H. Landess of Milton, Mass. But the baby will never see her father. He went overseas with the First Division as an infantry officer. In North Africa on Nov. 9 he was killed in action. On his baby's dress are now being pinned his Purple Heart and Silver Star, won for bravery beyond the call of duty.



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*"The way we manage our food supply will have a lot to do with how soon we win this war. Food is a weapon—a most powerful weapon. And the food we consume here at home is just as much a material of war as the food we send abroad to our soldiers and fighting allies."*

Claude R. Wickard

SECRETARY OF AGRICULTURE

*Announcing the Rationing of Processed Foods*
*December 27, 1942*

The appearance of Secretary Wickard's picture and statements in this advertisement does not constitute an endorsement of any concern or product.

# FOOD ~~WILL WIN~~ *is winning* THE WAR

SOON AFTER America entered the war, Claude R. Wickard, Secretary of Agriculture, said

*"Food will win the war and write the peace."*

Today the first phase of that shrewd prophecy is on its way toward becoming a reality. With Secretary Wickard as head of our national Food Administration, America's food resources are building fighting power and morale for our Allies across the seas. Also, the men of our own rapidly growing Army and Navy are getting nourishing food and getting plenty of it. And though great quantities of American foods are going to our fighting men and our Allies, it is still true here at home that we Americans have enough of the foods we need for good health. That is the way it has been planned, and that is the way it is to continue.

Yes, there is rationing. And it's true, there are shortages. But remember that America's millions of farmers, truck gardeners, ranchers, dairymen, grain millers, meat packers, canners and food retailers have determined that victory comes first and food can and will do its part toward the winning of the war.

Our country's packers of canned foods are today devoting their knowledge, ingenuity and equipment to the vital task of packing America's foods so that their flavor and nourishment may be carried to our fighting men on all the fronts around the world.

Along with many other American food canners, Campbell's are proud to be making flavorful and sturdy army field rations—substantial meat-and-vegetable canned foods that our soldiers and marines carry with them into combat areas.

Army field rations for our fighting men are being prepared at the rate of many, many millions of cans per month. So if there are times when your favorite canned food is not available, remember your loss may mean some fighting man's gain. It means that he is getting the fortifying food it takes to win in battle.

This job comes first at Campbell's now. But for the home front there will still be a supply of Campbell's Soups. Not as much of these soups is being packed, and you may not be able to serve them quite as often as you would wish. But when you do serve Campbell's Soups today, you will be pleased that they are made to new and improved recipes . . . hearty, delicious soups, extra-rich, extra-nourishing for the hard-working people of a nation at war.




**CAMPBELL SOUP COMPANY**

MAKERS OF FOODS FOR VICTORY




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(3) **Another** advantage: you buy ALL these foods in *one place*, in *wide variety*—in your grocer's Birds Eye Department! Think how *convenient!* You can buy ALL your Vegetables and Fruits without extra footwork! And they're *Money-Savers*, (*nothing* to throw out)!




(4) **You eat** all you pay for! And there's NO WASTE, NO WORK to Birds Eye Vegetables! They come *shelled*, *washed*, *ready to cook!* Same with Birds Eye Fruits—like Peaches! They have a *country goodness . . .* a *farm-fresh flavor* and *natural color* that are all their own!






(5) **Buy all** your Vegetables and Fruits at your grocer's Birds Eye Department! This saves you "shopping around" . . . saves Tires . . . saves Gasoline . . . saves precious *hours* for War Work! If you don't find the *One* Fruit or Vegetable you're after on a certain day—*try another!* They're ALL *farm-fresh*, *delicious*, and money-savers!

*Try all Birds Eye Foods! If one is out, buy another!*

Green Beans (French-sliced or 1-inch cut) • Cauliflower
Lima Beans (Baby Green or Large Ford Hook) • Wax Beans
Broccoli • Brussels Sprouts • Mixed Vegetables • Spinach
Corn on Cob • Golden Sweet Corn • Peas • Peas & Carrots
Squash • Blueberries • Sour Pitted Cherries • Rhubarb
Mixed Fruits • Strawberries • Boysenberries • Peaches

Birds Eye Peas, Spinach, Broccoli, and Asparagus have been accepted by the Council on Foods of the American Medical Ass'n. Birds Eye Vegetables are *rich* in vitamins A, $B_1$, G, and C.

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BEARDSLEY RUML BARRICADES HIMSELF BEHIND STACKS OF COMMITTEE REPORTS TO PONDER INCOME TAXES. HE NOW HAS 85% OF THE PEOPLE BEHIND HIM BUT NOT CONGRESS

# RUML

## He likes bull sessions, Bach and bright blue pants but no exercise

### by MICHAEL DRURY

A few weeks ago Beardsley Ruml was the $64 question on the radio quiz show, *Take It or Leave It*. This was a tribute, indicating that Ruml was a public figure but a somewhat dubious one, since it placed Ruml in the category of difficult subjects whom *Take It or Leave It's* sponsors presume to be on the borderline of the public's consciousness. By and large, there is a great deal of confusion about Ruml. There is a tendency to mistake Ruml, the economist, for Rommel, the general. Even Representative Doughton, chairman of the House Ways and Means Committee, asked peevishly last February who this man Ruml was, or thought he was, to come around with a pay-as-you-go tax plan when it was the Committee's business to think of tax plans.

The public itself is obviously much better informed. According to the latest Gallup survey, announced shortly before the Ruml plan's defeat in the House last week, 83% of the rich and 86% of the poor favor the plan. But although Ruml pay-as-you-go has come to mean a great deal to the 40,000,000 U. S. taxpayers, Ruml himself has not. In a press which lays bare the inmost secrets of movie starlets and prize dogs, Ruml has remained curiously without a biographer. Consequently, "Who is Ruml?" belongs in the list of important unanswered questions such as "Who is Yehudi?"

Ruml, it is generally known, is treasurer of R. H. Macy & Co. of New York. Careful readers of newspapers can also identify him as Chairman of the Board of the Federal Reserve Bank of New York. To a recondite few, he is a scholarly economist and sociologist with advisory membership on a long list of research committees: the Division of Cultural Relations of the State Department, the Committee for Economic Development, the Co-ordinator of Inter-American Affairs, the Business Committee on National Policy of the National Planning Association, the National Resources Planning Board and others.

This catalog merely describes the official Ruml, however. The personal Ruml is somewhat more complicated; but it can be said that whereas most people have a body with a head to guide it, Ruml has a head with a body to get it around. Predominantly, Ruml is a thinker. He thinks both for business and for pleasure. He can stop thinking about as long as an average man can hold his breath; after that something pops. On the rare occasions when he gets fed to the teeth like any other human and packs off to Canada, his perpetual-motion mind goes right on functioning furiously, so that with Ruml business is always "as usual."

If Ruml's idea of work is thinking, his idea of fun is conversation. He is keenly aware of lights

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ONE BELLE AND ALL'S WELL —

NO '5 o'clock Shadow'

PUT one sailor and one belle together — subtract "5 o'clock Shadow"—and you have *romance.* And, say — there's a tip for *you!* Nothing is so quick to blight love's young dream as "5 o'clock Shadow" that messy afternoon beard stubble. So away with it! Switch to sturdy, super-keen Gem Blades and get *all-day* face neatness!




Made by the makers of your fine Gem Razor, Gem Blades *must* fit precisely.




Gem Blades give *more* shaves per blade because they stay sharp so long!

**CONSERVE!** *Don't drop or abuse your Gem Razor! It is made of critical material! Dry it carefully after each shave!*
*. . . Gem Division, American Safety Razor Corp., Brooklyn, New York.*







and shadows and overtones in talk and he is vastly interested in any sort of talk at all so long as it is good talk—witty, learned, high-powered or any combination of the three. He is probably the greatest convener of high-voltage confabs in the country. With or without an excuse, he will convoke a few kindred souls and converse for hours or days, depending on the circumstances and the subjects. Preferably, all this should be arranged against a background of an open fire, good food, plenty of Scotch and comfortable furniture.

Presiding over one of these master bull sessions, Ruml resembles a benign Buddha. He genially insults friends and strangers by attacking their pet beliefs and then sits back behind a cloud of good cigar smoke while his victims violently defend their ideas. Despite the way he deliberately provokes arguments, Ruml has few enemies. One reason is that he is capable of bringing out the intellectual best in an opponent; after an argument with him one feels not shredded and at loose ends but a whole person with new, surprising logic and reasoning capacities.

For one who specializes in straight thinking, Ruml is a curiously mixed-up personality. He hates to make speeches, but makes very good ones. He has a bold spirit, but in his public appearances he hangs his head like a small boy on the carpet in his father's study. He hates to write, but he does it extremely well. Ruml's reluctance to commit any of his thoughts to paper is probably due to the fact that he writes in longhand on big yellow pads of legal-size paper. In a negligee suit of soft corduroy pants and a peasant blouse, he sits back with his feet propped up and the yellow pad on his middle. Grasping a pencil as if he were controlling it by sheer animal courage, he then writes whatever has to be written.

The corduroy pants are a special Ruml accouterment. He loves color and for home wear prefers pants in pastel shades, topped with a Hawaiian shirt or a Russian blouse. He is seldom home in the evening any more, but when he is he likes to select a concert from his large record collection, get into some robin's-egg blue outfit and listen while he muses into a tall Scotch. Brahms and Bach are his favorite composers. He plays the piano himself, although "plays" is hardly the word. He seldom gets together with the music but spends most of his time improvising a special kind of Ruml fugue.

### After an Alp, champagne

This vegetative existence pleases Ruml. He abhors physical exercise of any kind. "I spent many years," he says, "getting into condition for a sedentary life and, having gotten into condition, I never broke training." The only exception occurred when he was in Switzerland. A woman member of his party talked Ruml into doing some mountain climbing. She got him out of bed at the crack of dawn one morning and half pushed, half dragged him up the side of an Alp. They reached the top but Ruml tore back, faster than he had ever moved before, climbed into a hot bath and yelled for champagne. Ruml says that he has never quite recovered. The only thing you can prove by exercise, Ruml believes, is that once you start taking it, you have to go on taking it, like dope.

There is, however, a certain unavoidable minimum of physical activity in Ruml's way of life, since he cannot resist sowing his ideas around the country and consequently travels a great deal. Ruml is in demand at meetings of sociologists, psychologists and other learned gatherings. As a savant, he stands second to none in his ability to speak the intellectual double-talk by which these people communicate with one another. It is notable that whereas Ruml was able to reduce the complexities of income-tax reform to their ultimate simplicity, he can obscure such an elemental issue as sex. At a meeting of the American Psychological Association some time ago he spoke as follows: "The understanding of inter-personal relationships requires an appreciation of the role played by the nostalgic sentiments, a realization that friendship, affection, love . . . have an emotional basis that is frequently in part, frequently dominantly, nostalgic. Psychology can be charged with no greater error than its complacency in permitting the almost exclusive identification of love and affection with the reproductive instinct and with sex. The most casual observation will show that this association to this degree is false and that, except for the emotionality that is engendered by sex taboos, the complex group of phenomena which are loosely and probably misleadingly identified as love and affection have as their essential basis the egoic and nostalgic sentiments. . . . The identification of sex with sin, and of love with sex has been a heavy burden for the world." Despite this forbidding analysis, it should be remarked, Ruml approves of sex.

The mixture of flinty intellectualism and quixotism in Ruml's



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makeup is due possibly to his ancestry. His father was a second-generation Czech, his mother a New Englander. Beardsley, the eldest of four children, was born in Cedar Rapids, Iowa, 48 years ago. One brother, David, was until recently personnel manager of Stern's department store in New York. The second brother, Wentzle Jr., is cashier of the Travelers' Insurance Co. in Dayton, Ohio. Frances, the only sister, was for five years dean of Radcliffe College and is now with her husband who is a history professor at the University of Chicago. Ruml's father is, at the age of 75, still a practicing physician in Cedar Rapids; his mother, whose maiden name was Beardsley, was superintendent of St. Luke's Hospital there when Dr. Ruml married her.

Beardsley was a precocious child, always full of thoughts, mostly financial. Once when he was still in grade school his father had a new garage built and a great many loose nails were scattered along the drive. Dr. Ruml offered his children a penny apiece for every nail they found there and turned in. While the other children went to hunt, Easter-egg fashion, Beardsley applied some thought to the problem and procured a magnet which he dragged systematically up and down the drive. When he was reasonably sure of having located all the nails, he went to cash in his chips and meanwhile rented the magnet to his younger brother.

Ruml has always believed that most real thinking is done with the subconscious. He tried this on a visiting relative once who borrowed two cents from the boy to buy a stamp. She neglected to repay the money and after she had gone home, Beardsley asked his mother if he might send her a bill. Mrs. Ruml said she thought that would be a little tactless, considering the relationship. Beardsley got neatly around that by writing the woman a letter in which he made no mention of the obligation but which he decorated with carefully drawn figure 2's in each corner.

Ruml's classmates called him "B," as do his friends and his wife today. He was an excellent student, juggling Latin, Greek, Roman history and trigonometry with an average grade of 98 for each subject. As a result he entered Dartmouth two months before his 17th birthday. Although the Dartmouth Ruml had not attained the proportions, mentally or physically, of the present Ruml, he did have some of the present traits. As managing editor of the Dartmouth literary magazine, *The Bema*, he characteristically reorganized everything, put the magazine on a paying basis, and made literary history in the field of ghostwriting. He made a practice of digging up sensational stories, having someone write them and getting improbable characters to sign them. Once he created an elaborate charge that the tuition was too low and should be raised in order to provide an adequate faculty to instruct the Dartmouth mind. This scholastic analysis was signed by the captain of the football team.

## The original man who came to dinner

Ruml's work in psychology, both at Dartmouth and later at the University of Chicago, and his subsequent connection with such organizations as the Laura Spelman Rockefeller Memorial and the Spelman Fund, led to his appointment in 1931 as dean of Social Science at the University of Chicago. There he and Robert Maynard Hutchins soon became "B" and "Bob" to each other and started flinging ideas back and forth. Ruml was made professor of education. He never taught classes, although he did conduct one seminar on systematic social science. One University story about Ruml labels him as the original man who came to dinner. He was invited to dinner one evening by Frank Sulzberger, a University of Chicago trustee. Ruml hadn't been feeling well and thought he was getting the flu. Shortly after sitting down to dinner, he turned to his host and asked, "Do you have a bed? I don't feel right." He stayed at the Sulzbergers' for four weeks, eating well, sleeping well, and enjoying and stimulating his hosts. Then he went to New York and was operated on for mastoid which had been troubling him all the time.

Ruml left the University in 1934 to go to Macy's as treasurer. There was a lapse of about a month between his resignation and the time he was to show up in New York. He rented an apartment at the Shoreland Hotel in Chicago and had a last gigantic fling at the cerebral life he had known and reveled in there. Day after day he held forth as host to his associates at the University in an atmosphere of dense smoke, highballs, good food and above all, good talk.

Aside from his apparent nostalgia in that month of bull sessions, Ruml was eager for the opportunity that Macy's offered him. The pedestrian title is misleading, since Ruml never does any real treasurer's work. He was hired to do the same sort of stimulating for the Macy executives that he did for the University faculty. If Macy's has a problem, it is tossed in Ruml's lap. He has no regular duties.

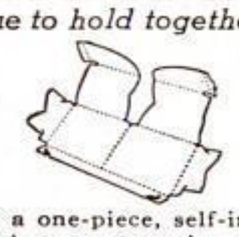
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# Grease and sweat rot thread—

## *that's why this BUXTON is STITCHLESS!*

*A "3-Way" depends on neither thread nor glue to hold together.*



It's a one-piece, self-interlocking construction. Our guarantee: *if any stitchless Buxton should give out in normal use before the leather itself wears out, we replace it FREE!*



(top) "3-Way" in Pin Morocco—**$7.50**
(center) "3-Way" in Levant Goat—**$3.50**
(bottom) "3-Way" in India Goat—**$5.00**

A *patented* construction permits a Buxton to keep that "just-bought" look. It's flexible—when you fill it full—*it expands.* Lighten the load, *it eases back!*

The "3-Way" is roomy. *Three* full-length compartments keep papers, bills, checks separated. In addition, it has eight smaller compartments.

Ask to see a Buxton at a department, leather goods or accessory store. Buxton, Inc., 4343 Orleans St., Springfield, Mass., or Dept. E, 47 West 34th St., N. Y. C.

### 3 billfolds for the price of 1

**1. A REGULAR POCKET FILE!** Save fumbling for papers, money, cards, credentials! Buxton "3-Way" is trim yet contains 3 full-length compartments and 8 smaller ones! Best leathers are used throughout—craftsmanship is unexcelled!



**2. A SECOND FOLD!** Lift it out. You have a complete, streamlined billfold that slips into an inside pocket without making a bulge. Can be separately checked at hotel—or used for evening wear.



**3. A SECRET POCKET!** A third billfold! When you don't want strangers to see contents of your billfold, simply reverse the inner fold. It becomes a hidden pocket for large bills!





### For a man in service

1,000 Service Men from 47 states in an impartially conducted poll voted leather billfolds one of the five top favorites among 51 gift suggestions!

Be sure it's a *stitchless* Buxton. Only Buxton is guaranteed to last as long as the leather itself!

# Buxton "3-Way"




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*Advertisement*



**Native of Toronto,** lovely Margaret Knight has been uprooted from home soil to act as private secretary to the Wing Commander of the R.A.F. Delegation, Washington, D. C. Questioned about her lovely skin, Margaret confided, "My complexion would be only 'so-so' without Woodbury Soap. Yet friends tell me my skin is like creamy velvet."

# "Prettiest Canadian War Worker in the U.S."

## She keeps her complexion sparkling with a Woodbury Facial Cocktail



**1. "Pressure of work** leaves little time for beauty frills," says Margaret. "After a long and grimy day, I take a Woodbury Facial Cocktail to bring back clear, fresh sparkle."



**2. "That veil of dirt** and stale make-up is soon dissolved. I just pat a rich, silky lather of Woodbury Soap over my face. Then take a cold, clear rinse." Try this true *skin* soap.



**3. "Homesick?** Not with so many of our boys about," says Margaret. Her beauty soap, gentle Woodbury, contains a costly ingredient for mildness. Helps cope with clogged pores.




**4. Use Woodbury Soap** to cleanse your skin of dirt which may coarsen pores. Made of pure oils, quick to lather. Let Woodbury bring you "*The Skin You Love to Touch.*" Only 10¢.

★ BUY WAR BONDS AND STAMPS ★

**RUML** (continued)

Being treasurer of Macy's under these terms gives Ruml plenty of time to think about large and diverse problems, such as income tax reform. "Pay-as-you-go" was the first of his brain children to land on the front pages, but many of his ideas have contributed to New Deal legislation. One of them resulted, for example, in a domestic allotment plan which emerged, with some embroidery in the form of subsidy, as the Agricultural Adjustment Act. Typically, Ruml's name was never connected with it publicly. Ruml began his career as a free-lance, non-political braintruster when he was appointed by Hoover in 1931 to serve under Colonel Arthur Woods on the President's Committee for Unemployment Relief. Thereafter followed a series of trips to Washington that have never stopped.

It has been suggested that Ruml would like to be President, or that he would accept an appointive job such as Secretary of the Treasury. But it is much more likely that he will continue to play a backstage role and let his brand-new grandson, the second Beardsley Ruml, read about him some day in his history book. He is having fun doing what he is doing, and he is well aware that once he holds a political position the fun will cease.

### At least he has made people argue

Ruml takes a philosophic and detached view of the tax plan that made him famous. He was as undiscouraged when the House voted down the plan last week as he was when the Senate Finance Committee rejected it last December. If it passes when it comes up again he will be delighted, naturally. If it doesn't—well, it was an interesting idea anyway. It has made millions of people argue heatedly with one another, which to Ruml is an end in itself. Meantime Ruml continues to think, automatically and smoothly, producing ideas for other people to make use of. The results doubtless will turn up as contentious legislation for many Congresses to come. Ruml's future will be the same as his past, which was well described by Robert Gaylord, president of the Ingersoll Milling Machine Co., at a dinner they both attended. The party, a rather high-pitched affair, had reached the stage of convivial frankness. Gaylord turned to Ruml and asked,

"Do you know anything about birds?"

"No, sir," Ruml replied.

"Well," Gaylord said, "you are a cuckoo."

"Why?" Ruml inquired mildly.

"Because," Gaylord told him, "you go about laying eggs in other people's nests."



**From a couch** in a Chicago hotel Ruml pursues his favorite exercise of sitting still. He likes the picture on the wall above him, tried to purchase it from the hotel manager.



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# LUCKY STRIKE MEANS FINE TOBACCO!

"Old Belt"...Virginia tobacco painted from life by John Steuart Curry

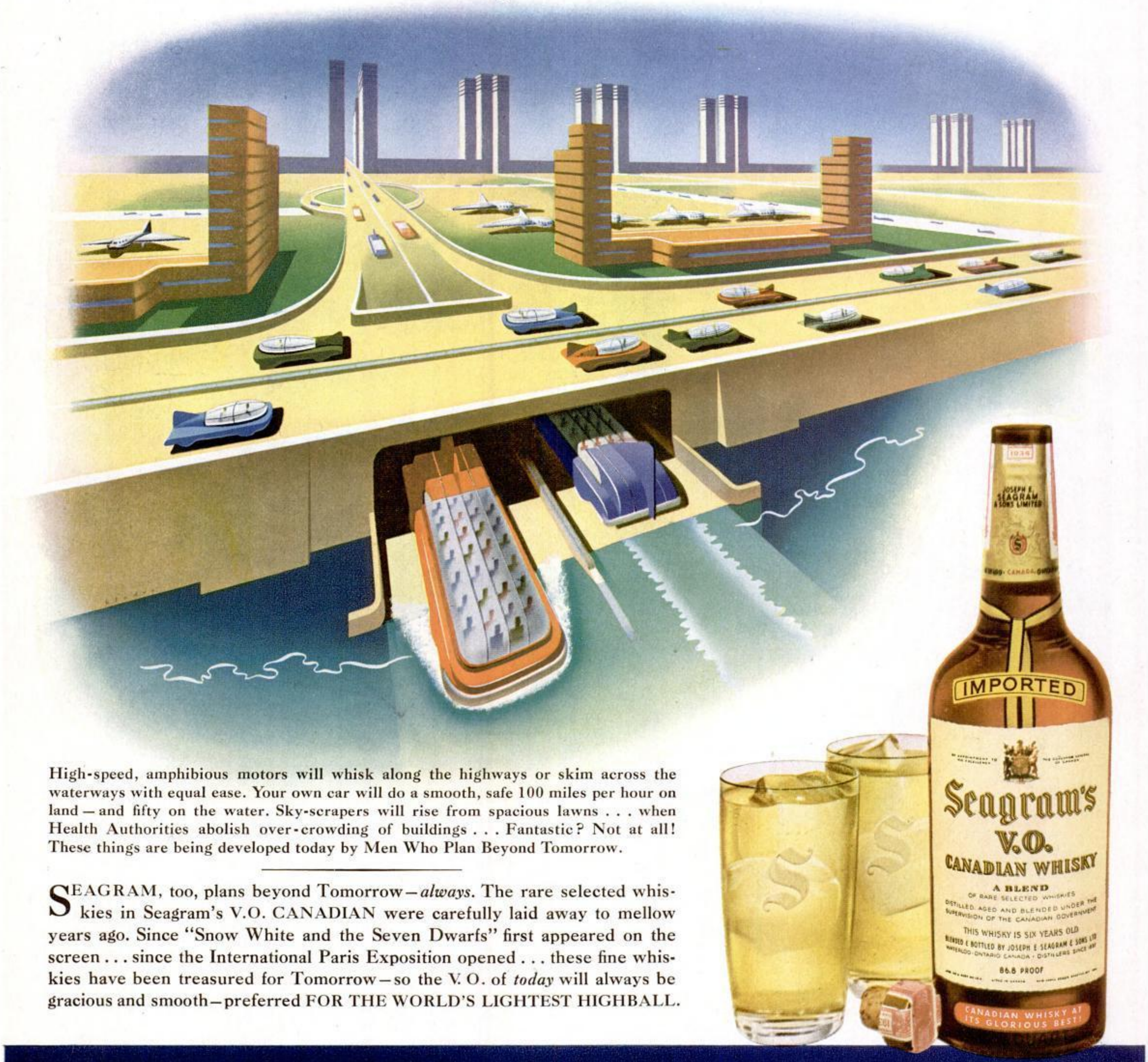



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## So Round, So Firm, So Fully Packed — So Free and Easy On The Draw

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# Men Who Plan beyond Tomorrow Like CANADIAN Whisky at its Glorious Best!




High-speed, amphibious motors will whisk along the highways or skim across the waterways with equal ease. Your own car will do a smooth, safe 100 miles per hour on land—and fifty on the water. Sky-scrapers will rise from spacious lawns . . . when Health Authorities abolish over-crowding of buildings . . . Fantastic? Not at all! These things are being developed today by Men Who Plan Beyond Tomorrow.

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SEAGRAM, too, plans beyond Tomorrow—*always*. The rare selected whiskies in Seagram's V.O. CANADIAN were carefully laid away to mellow years ago. Since "Snow White and the Seven Dwarfs" first appeared on the screen . . . since the International Paris Exposition opened . . . these fine whiskies have been treasured for Tomorrow—so the V. O. of *today* will always be gracious and smooth—preferred FOR THE WORLD'S LIGHTEST HIGHBALL.

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CANADIAN WHISKY • A BLEND OF RARE SELECTED WHISKIES

Six Years Old—86.8 Proof. Seagram-Distillers Corporation, New York

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PRECOCIOUS CORLISS ARCHER (JOAN CAULFIELD) SWEARS "IN BLOOD" TO HER BROTHER LENNY THAT SHE WILL NEVER REVEAL HIS MARRIAGE TO THE GIRL-DOWN-THE-BLOCK

# KISS AND TELL

## Bright comedy of juvenile sex in the suburbs is Broadway hit

Fresh and funny, staged in the usual George Abbott tradition, *Kiss and Tell* is Broadway's newest smashhit. As a comedy, it has several tried and true situations, highly polished for the occasion, and a stageful of witty dialogue. The story of *Kiss and Tell* like two other current plays, *Junior Miss* and *Janie*, deals with the problems of adolescence. It is filled with small-town family feuds, back-porch love affairs, secret marriages and a pretty 15-year-old who tries to act several years older, scares her parents by letting them think she is going to have a baby. Heavily loaded with the humor of teen-aged youth, it might well have been titled *Junior Sex in the Suburbs*.

Written by F. Hugh Herbert (not the Hollywood comedian), *Kiss and Tell* is based on several of the characters appearing in his short magazine stories and on the Corliss Archer radio program. After what promises to be a long run on Broadway, it will probably move to Hollywood, be turned into a female Andy Hardy series. Well acted by a cast of precocious youths and worried parents, *Kiss and Tell* is a beguiling comedy with the nostalgia of dances in the high-school gymnasium, two straws in a milkshake and the quickly-mended heartbreaks of growing up.

CONTINUED ON NEXT PAGE 

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## "LEND-LEASE! IF YOU HAVE THE HAM 'N EGGS AND COFFEE..."

A FAIR and neighborly exchange! Not everybody is fortunate enough to own a *Toastmaster* toaster—and you can't *buy* one now, of course, unless you just happen to stumble on a prize that others have overlooked.

But—on a share-the-breakfast basis—how you'll enjoy your introduction to *Toastmaster* toast! You'll beam at the way it pops up brightly, piping hot and perfect every time. Toasted your way, too, with no watching, turning, or burning . . .

There'll be *Toastmaster* toasters again, one of these times . . . and don't be surprised if they are even finer than yesterday's beauties. The precision-quality of the war work we are doing is the very best of practice. . . . P.S. A War Bond today may turn into a *Toastmaster* toaster before you know it!



**83 UNUSUAL TOAST RECIPES**

Master chefs created them. And a handsome 32-page booklet tells how to make meals more appetizing and more nourishing with *Toastmaster** toast—bread in its most digestible form. Write for your free copy of "Toast-Ways," to McGraw Electric Co., Toastmaster Products Division, Elgin, Ill.

**TOASTMASTER** *toasters*

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**Play's story** is set on the Archer family's back porch. Here 15-year-old Corliss Archer is acting grown-up before a soldier visitor. Dexter, a young neighbor, upsets Corliss by giving away her real age and remarking loudly on her use of forbidden perfume.



**A bloody nose** is suffered by Mr. Archer in the midst of a feud between the Archers and the Pringles. Mildred Pringle, who is Corliss' best friend, has been declared a bad influence. Plot is thickened by brother Lenny Archer's love interest in Mildred.



**Secretly married** to Lenny, Mildred reads Corliss a letter from him. Lenny is now a pilot in Africa. Mildred also confides to Corliss that she is going to have a baby, but she can't say anything because Archers and Pringles aren't speaking to each other.


CONTINUED ON PAGE 44





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# FOUND:

## THOUSANDS OF TONS OF BRASS!

IN one of Buick's busy plants, large calibre shell cases are now being built of *steel* instead of hard-to-get *brass*.

Coming from the line by the thousands, these cases mean an important saving in a highly critical material.

But, you may ask, doesn't this simply mean that our already-burdened steel-producing facilities have to turn out just that much more steel?

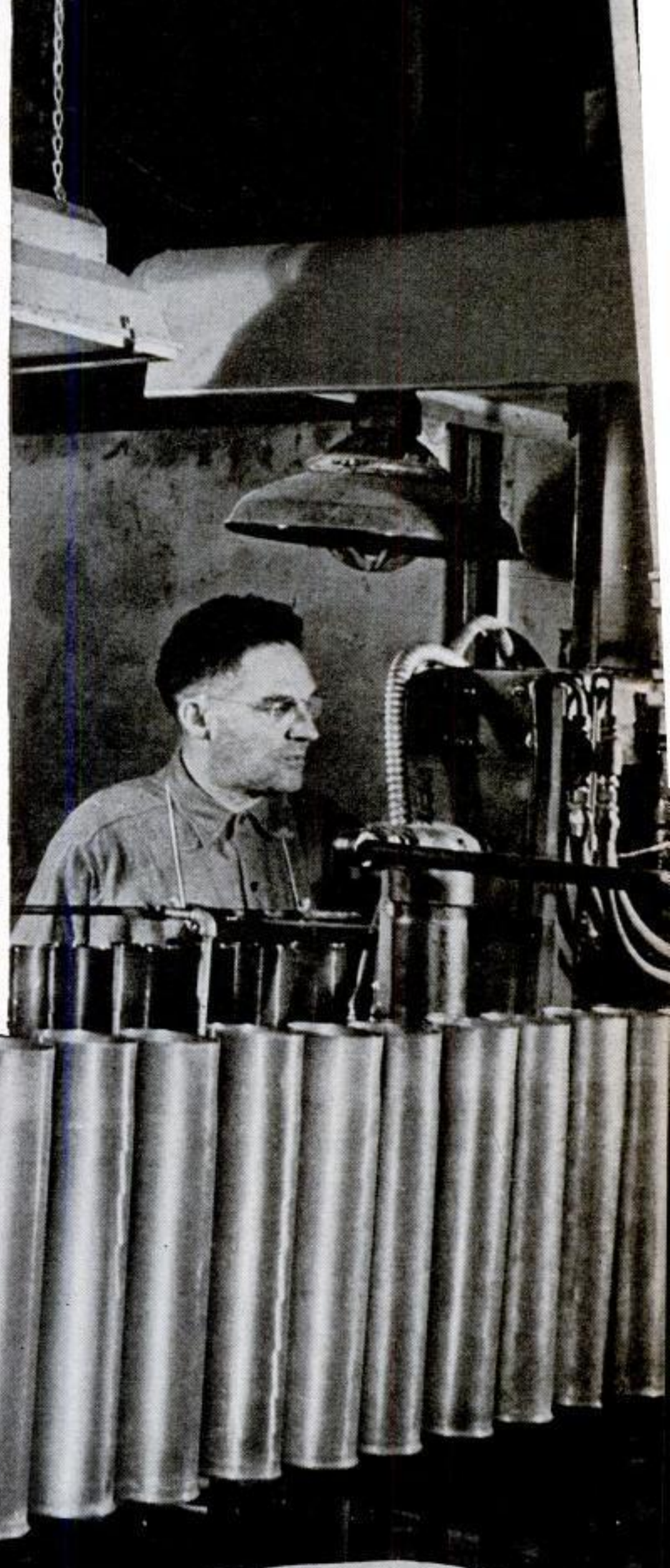
The answer is – not at all! Through careful redesign and development of new methods on other of our war jobs, Buick has effected important savings in steel too.

These are more than enough to offset a load on the steel mills that might have been involved in this switch from one material to another.

It is very much like finding several million pounds of brass every year – not by accident, but in reward for a patient, careful process that goes on constantly in Buick plants.

We're *always* looking for ways to save materials of any kind. Even a fraction of a pound per piece produced is not too little to get our prompt attention.

Such care pays, as this instance proves. It makes all materials stretch – and there is no better way of making sure our fighting men get plenty of what they need to win.





WHEN BETTER AUTOMOBILES *war goods* ARE BUILT
BUICK WILL BUILD THEM

BETTER BUY BONDS
*Let your dollars lend a hand*

**BUICK** DIVISION OF **GENERAL MOTORS**

# *WHAT'S YOUR GUESS?*

## WHY IS AMERICA SMOKING MORE—

as shown by Government figures?



# Smoking Less—or Smoking *More?*

***You're SAFER smoking***
## PHILIP MORRIS!

You see—this cigarette has been scientifically proved less irritating to the nose and throat!

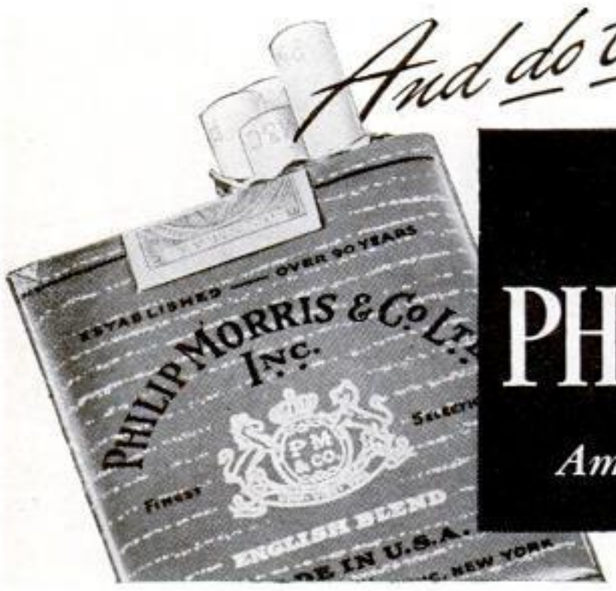
Eminent doctors report, in medical journals that:

**When smokers changed to PHILIP MORRIS, every case of irritation of the nose or throat—due to smoking—cleared completely or definitely improved!**

We do not claim any curative power for PHILIP MORRIS. But this evidence clearly proves they are *far less irritating* for nose and throat!

So—you *are safer smoking* PHILIP MORRIS!

*And do they taste GOOD!*




**CALL FOR PHILIP MORRIS**

*America's FINEST Cigarette*






**To keep the secret,** Corliss is forced to admit to her horrified parents that she is the one who was seen at the doctor's office and that she is going to have a baby. The Pringles now accuse Corliss of being the bad influence and the family feud continues.



**Father of baby** is Dexter, according to Corliss. Dexter, who thinks he is accused of something else, protests: "It will never happen again." Mr. Archer is held back from hitting him as Dexter protests, "Holy cow, it was Corliss' fault as much as mine."

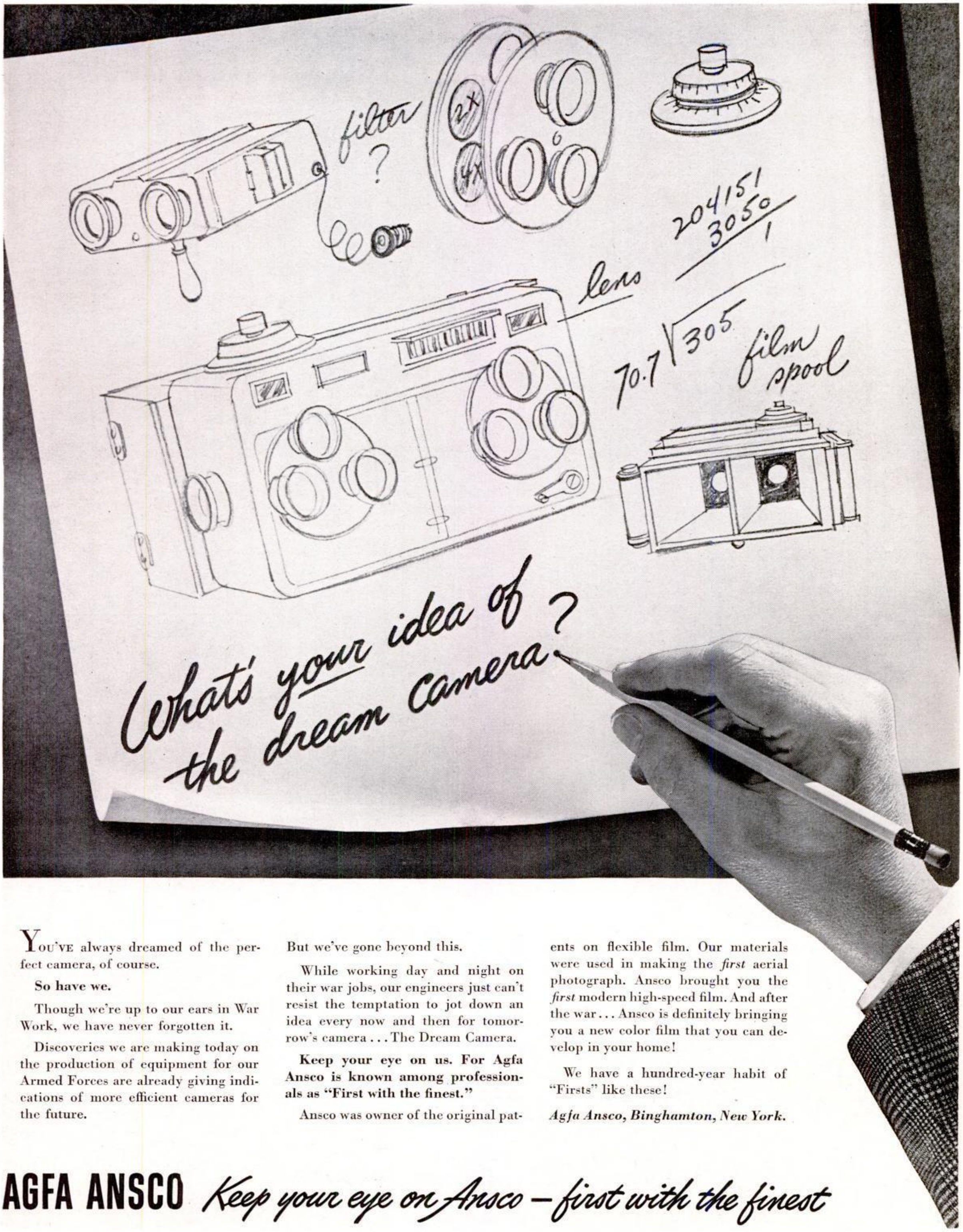


**All's weH that ends well** as a cable about Lenny explains everything. Corliss is exonerated. Archers and Pringles, despite broken teeth, are happy about marriage of Lenny and Mildred. Only Dexter, who at 17 wanted to marry Corliss, is unhappy.

CONTINUED ON PAGE 46



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YOU'VE always dreamed of the perfect camera, of course.

**So have we.**

Though we're up to our ears in War Work, we have never forgotten it.

Discoveries we are making today on the production of equipment for our Armed Forces are already giving indications of more efficient cameras for the future.

But we've gone beyond this.

While working day and night on their war jobs, our engineers just can't resist the temptation to jot down an idea every now and then for tomorrow's camera . . . The Dream Camera.

**Keep your eye on us. For Agfa Ansco is known among professionals as "First with the finest."**

Ansco was owner of the original patents on flexible film. Our materials were used in making the *first* aerial photograph. Ansco brought you the *first* modern high-speed film. And after the war . . . Ansco is definitely bringing you a new color film that you can develop in your home!

We have a hundred-year habit of "Firsts" like these!

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**AGFA ANSCO** *Keep your eye on Ansco — first with the finest*



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# AUTOMOBILE GUIDE TO GOOD SHOES



Today your shoes are your automobile. And now that three pairs must take you traveling for a year, only the best is good enough. So, when you buy,—

**LOOK FOR MILEAGE**—Walk-Over leathers are the finest available. Sturdy, supple, they keep their good looks mile after mile.

**RIDING COMFORT**—Molded to the 24 curves of the normal foot, Walk-Over lasts make it "first nature" to walk with a balanced, head-high posture.



**WHAT'S UNDER THE HOOD**—Walk-Over tailors the *inside* as carefully as the outside. Special linings are smooth-feeling, resist perspiration and wear.



**THE MAKER'S NAME**—The Walk-Over trade-mark says: "These are the finest shoes we know how to make." And Walk-Over's been making shoes 69 years!

MAJOR. Original, authentic military jodhpur. Tan or black calf. Walk-Over prices $8.95-$12.95. Geo. E. Keith Company Brockton, Mass.



# WALK·OVER

**SHOES FOR MEN AND WOMEN**




JOAN CAULFIELD REHEARSES SCENES WITH JERRY LESTER IN "BEAT THE BAND"

# MODEL BECOMES BROADWAY ACTRESS

Joan Caulfield, who plays the part of 15-year-old Corliss Archer in *Kiss and Tell*, is in real life 20 years old, went to school in New York City, has for the past three years been a model. Her first appearance as a model was in LIFE (Sept. 30, 1940), and on May 11, 1942 she became a LIFE cover girl. Despite motion-picture offers from Hollywood, Joan has kept on with dramatic school and modeling. Last summer without an introduction she walked into Producer George Abbott's office, was immediately given a small part in his musical *Beat the Band* (*see above*). Now in *Kiss and Tell*, she is a pretty and charming ingenue. Broadway critics predict a bright future.

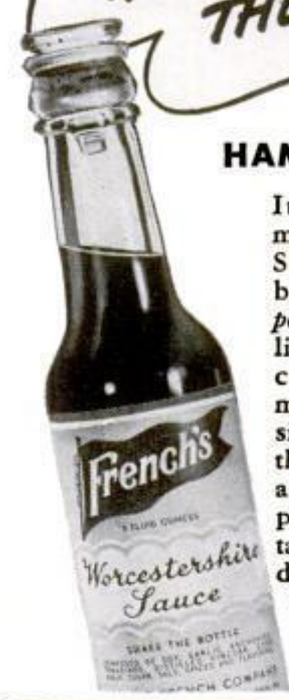


**As a model** Joan Caulfield (*right*) last year journeyed to North Carolina for a LIFE fashion story. Under dripping Spanish moss she posed prettily in a cotton play dress.





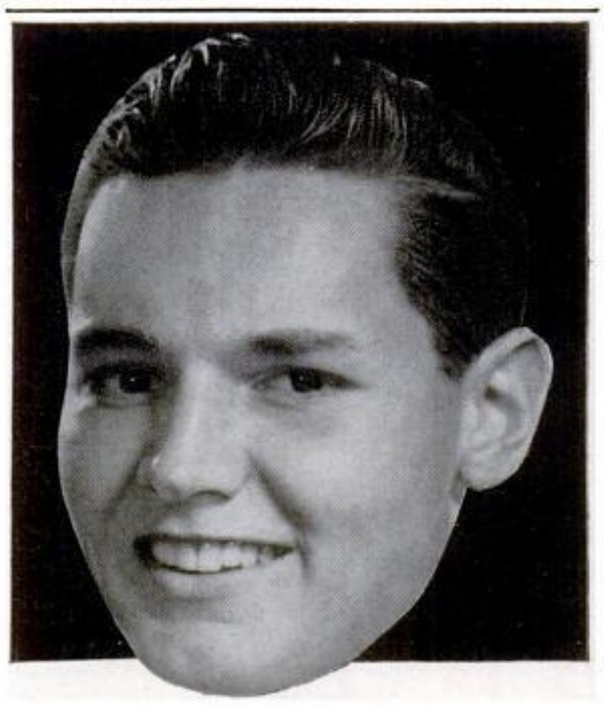
IT'S TOP-NOTCH QUALITY AT HALF THE PRICE!




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**HAMBURGER GRILL**

It's the best chopped meat dish you ever ate! Shape chopped raw beef into patties. Then *pour*—and we mean that literally—French's Worcestershire over the meat. Allow the sauce to sink well into the meat, then place on griddle, and cook as you would plain hamburger. Delectable, *delicious*—a wonderful way to step up the flavor of wartime meat cuts.



# ELIMINATE

***unpleasant scalp itching, unsightly flecks of loose***

# DANDRUFF

***Keep your hair well-groomed by massaging every day with***

# JERIS

*for Loose Dandruff*

**At All Drug Stores and Barber Shops**




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and fabricating wings, tails, control surfaces, cabin and fuselage subassemblies, wheels, brakes and bullet-puncture-sealing gasoline tanks that go into many of America's most formidable fighters and bombers.

All this is made possible by Goodyear's thirty years' experience in aeronautics —an experience that gives renewed evidence of its capability in the construction of this swift battleplane.

But in a larger sense the Corsair, good as it is, is something more than another crack fighter. It is a symbol—a symbol of the way free America is cooperating to win the war through the pooling of hard-won knowledge and the trading of once zealously guarded skills.

That is the only way to victory—a victory that cannot be won until all of us on the home front share alike in the burdens and sacrifices that war entails.

This we owe to our fighting men. We cannot, and must not, do less.




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*Every branch of the Armed Services uses the telephone. No. 2 of a series, Submarine.*



Five thousand miles from home Bill—Torpedoman—is keeping a date. Weeks of waiting, days of watching, hours of hiding under the sea, all for the moment when he reports over his wartime telephone, "All tubes ready, sir!" There'll be other dates, Bill—better ones—in the kind of world you're fighting for.

**Western Electric**

IN PEACE...SOURCE OF SUPPLY FOR THE BELL SYSTEM.
IN WAR...ARSENAL OF COMMUNICATIONS EQUIPMENT.

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FOR SUMMER, DRESS CAN BE MADE IN TWO COLORS OF COTTON OR OTHER WASHABLE FABRICS

FOR YEAR-ROUND WEAR, LONG-SLEEVED MODEL WITH LIGHT TOP, DARK BODY IS INDICATED



FOR EVENING, SOFT RAYONS IN DIFFERENT SHADES OF SAME COLOR ARE SUGGESTED



# LIFE'S DRESS

## HATTIE CARNEGIE DESIGNED IT FOR HOME SEWING

The women of the U. S. are rapidly becoming modern Penelopes. As their men go off to war they take to their needles and sew. Department stores report record sales of plain and fancy, cheap and expensive fabrics for home dressmaking. Fear of scarcity and rationing of clothes is only part of the explanation for this sewing frenzy. Women also sew because it satisfies the inner urge to create something with one's hands. To take a flat piece of cloth, cut it into disjointed pieces and out of them build a wearable garment is a good, satisfying experience.

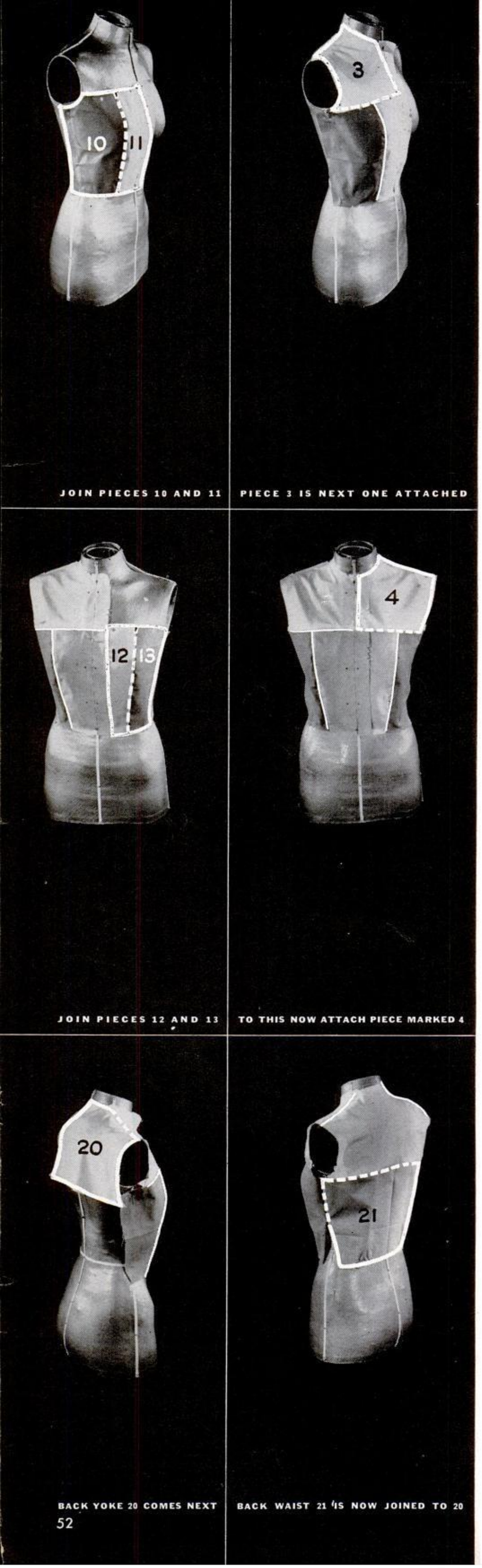
As its contribution to the home-sewing movement, LIFE here offers a dress designed expressly for its readers by Hattie Carnegie, top U. S. designer of high-priced dresses. The dress, made up three different ways, is pictured on this page. It is the studiedly simple type of dress which is the mainstay of every well-dressed woman's wardrobe. Its style lies in the good clean lines and in such Carnegie details as the small standing collar (this can be worn buttoned up to neck or open), the high V-shaped pockets, the use of contrasting materials on pocket flaps, buttons, belts.

By designing the dress so that yoke and sleeves are of one material, and waist and skirt of another, this dress can easily be kept new and fresh looking. If the collar becomes frayed, if the long sleeves wear out at the elbows, or if the wearer just gets tired of the old combination, the effect of a new dress can be easily achieved by making a new yoke and sleeves.

In Hattie Carnegie's New York salon this dress, made to order, impeccably fitted and finished, costs $175. Made at home it can cost as little as $5. It can cost much more if one chooses expensive fabrics. The pattern is universal. Dresses for any occasion can be made from its standard design. Pattern of dress, made by Simplicity Pattern Co., can be had by sending 15¢ and size desired to LIFE DRESS, 9 Rockefeller Plaza, New York City. For hints on how to make it, see pages following.

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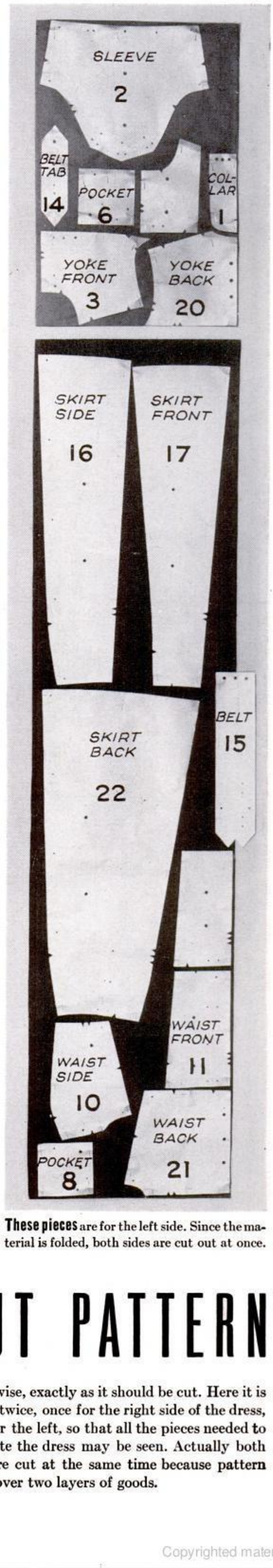








**Front of dress** shows the exact position in finished garment of the odd-looking pattern pieces with similar numbers at right.

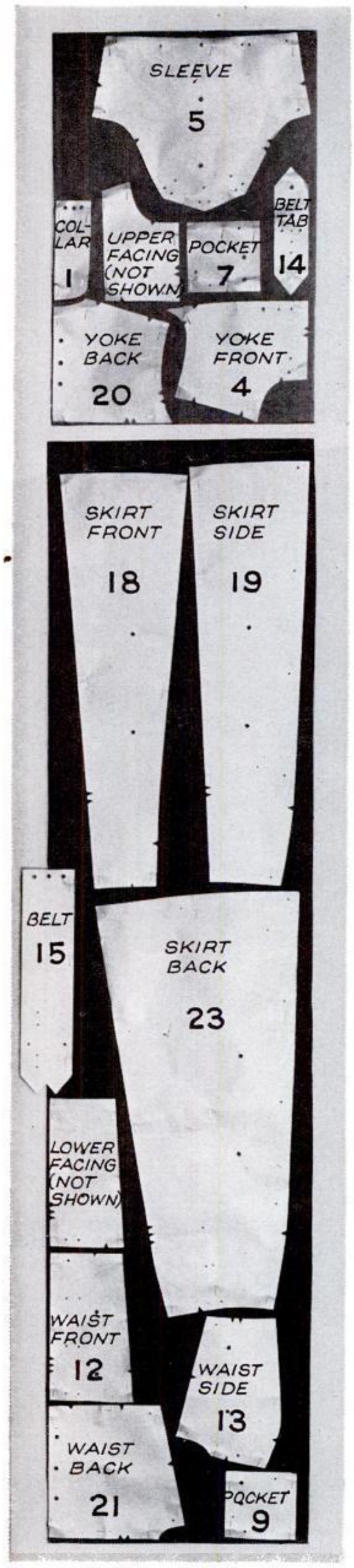



**These pieces** are for the left side. Since the material is folded, both sides are cut out at once.

# HOW TO LAY OUT PATTERN

There are no magic short cuts to making a dress. A good pattern can be of great help to both novice and veteran but only if instructions are followed carefully. The pattern laid out in the center pictures above is a fairly simple one. It has been placed on a piece of material, folded lengthwise, exactly as it should be cut. Here it is shown twice, once for the right side of the dress, once for the left, so that all the pieces needed to complete the dress may be seen. Actually both sides are cut at the same time because pattern is laid over two layers of goods.

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**Right pieces,** if the material were opened up along the fold at center, would look like this.

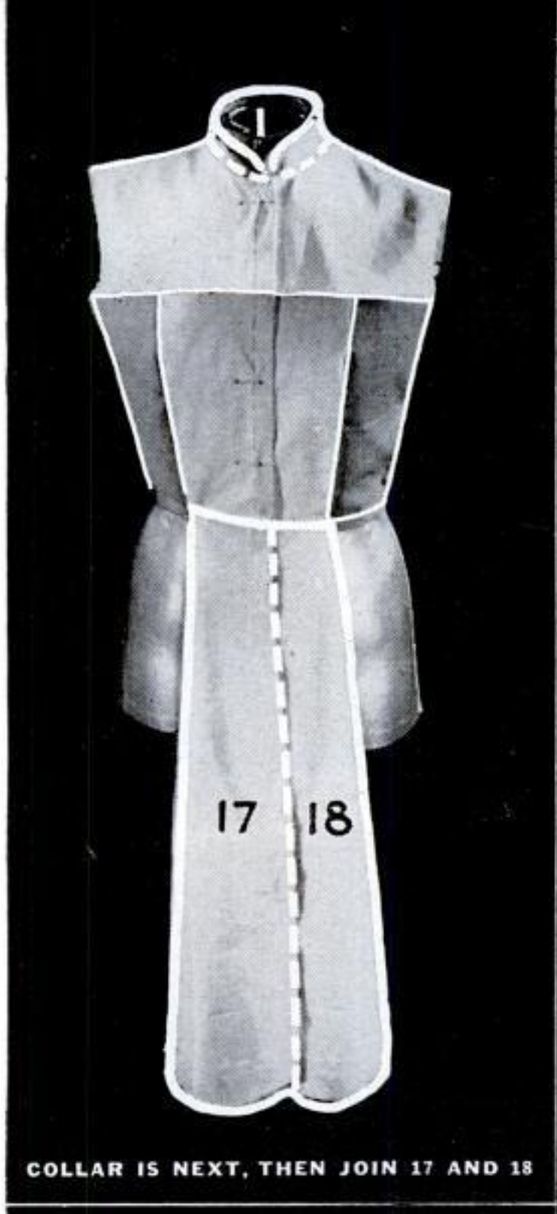



**On back of dress** note yoke and waist have no seam because goods are folded double when pattern is cut, make one piece.

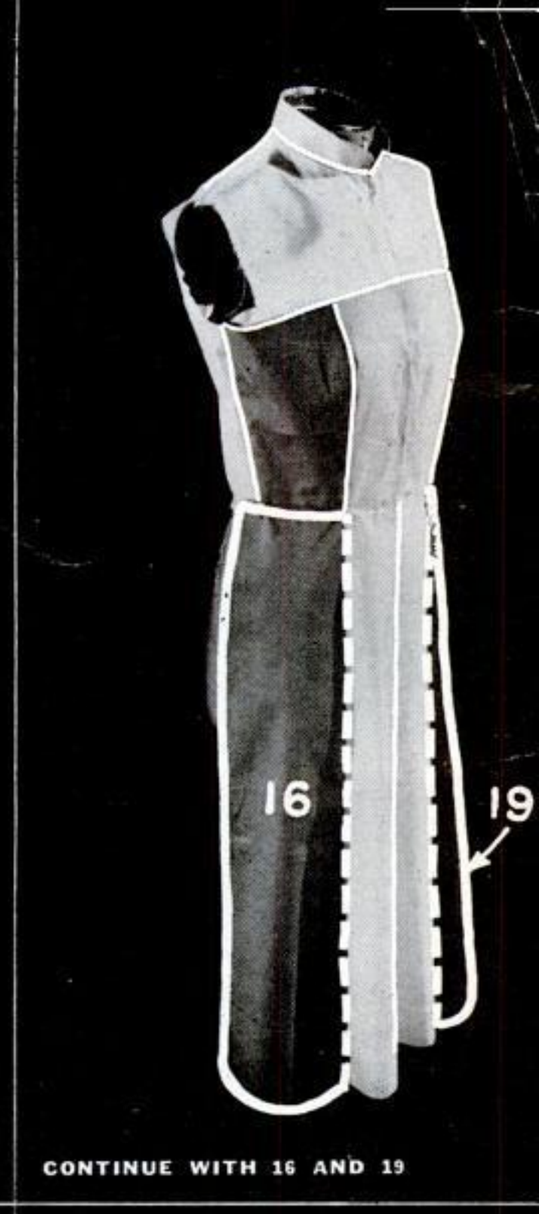
# AND ASSEMBLE THE PARTS

Every piece of the pattern has been labeled and numbered so it can be identified on the finished dress. In the columns at left on the opposite page, the successive steps in assembling the waist pieces are shown. In the columns at right on this page, the first three pictures show the order in which the skirt pieces are put together. The skirt is not attached to the waist until the fourth picture. On all the dress-form pictures the heavy line indicates new piece being added; the dotted line shows where seam should go; the light line indicates that the seam has been made.

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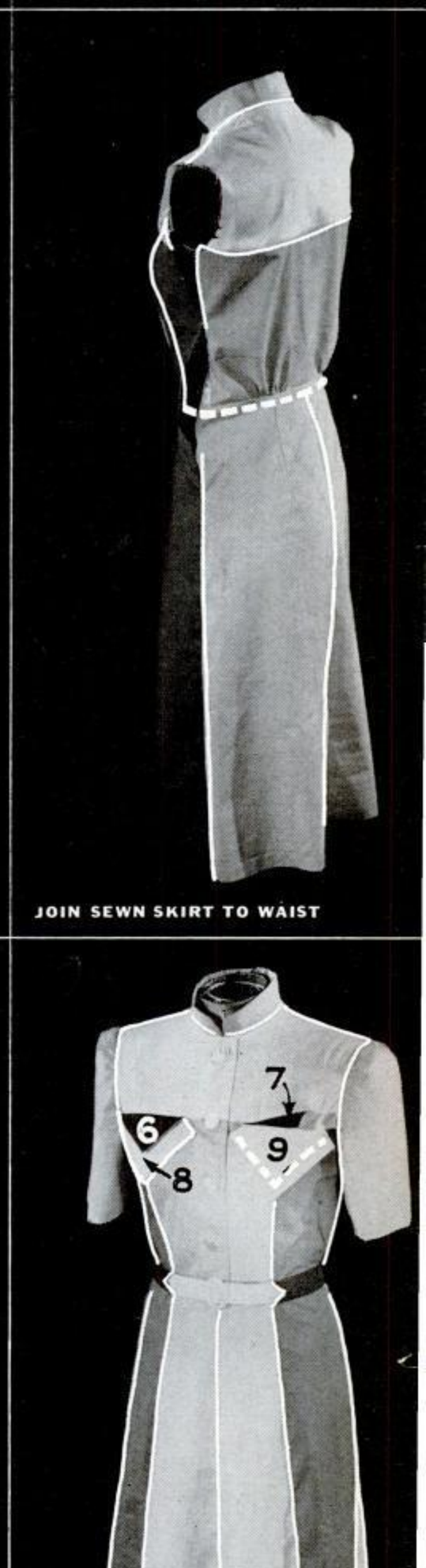

COLLAR IS NEXT, THEN JOIN 17 AND 18




CONTINUE WITH 16 AND 19




ATTACH 22 TO 23, STITCH SIDE SEAMS



JOIN SEWN SKIRT TO WAIST




SLEEVES 2 AND 5 ARE PUT IN PLACE




LAST ARE POCKETS AND HEM

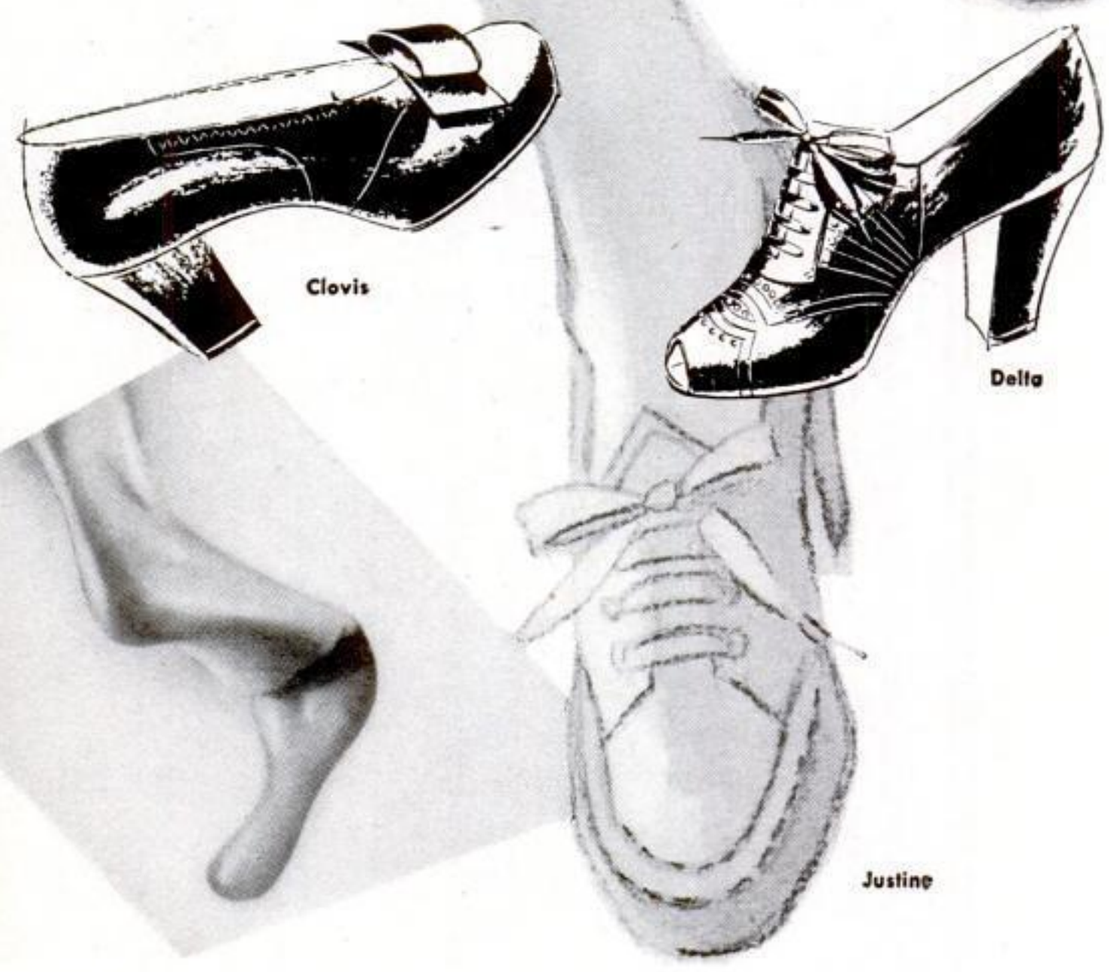


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*The secret of a real walking shoe lies inside . . . in the way it fits your foot . . . and that's where MATRIX* differs from all others. For moulded inside is "Your Footprint in Leather"* for you to walk on. It's a faithful curve-for-curve copy of the bottom of the foot that fits your foot all over! And what a world of difference it makes in the way you'll feel about walking in these pedestrian times. You owe it to yourself to get next to these wonderful shoes . . . today!*

*For your nearest Matrix Dealer consult your local Classified Telephone Directory or write*
*E. P. Reed & Company, Rochester, N. Y.*
*Matrix Style Studio, 47 West 34th St., New York*

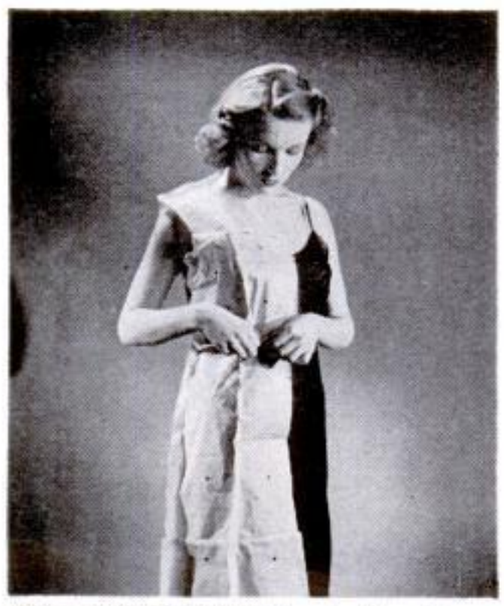



with "Your Footprint in Leather"

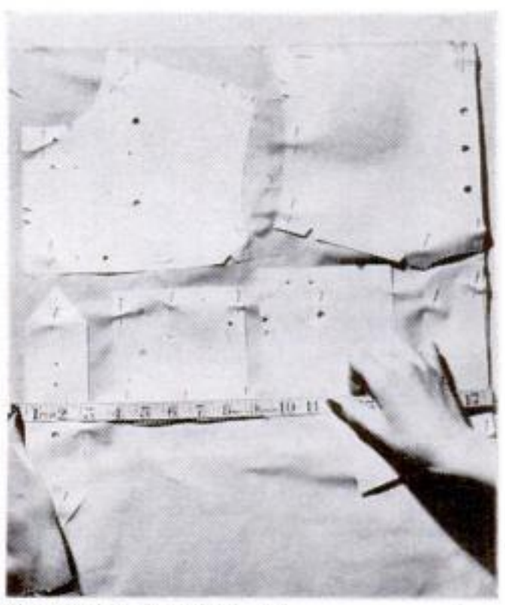
* REG. U. S. PAT. OFF., E. P. REED & CO.




# HINTS ON HOW TO CUT, MARK AND SEW



**Pin pattern together,** then try it on to see if it fits. If too big or too small make needed adjustments *before* laying it out.



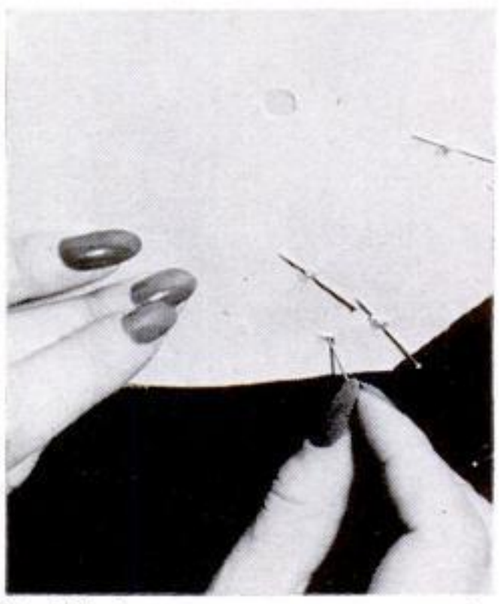
**Pin pattern to cloth.** Measure to see that large center holes in pattern pieces are each the same distance from side edge.



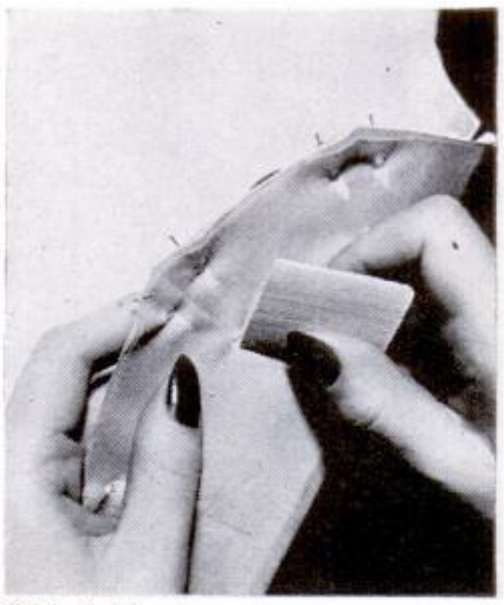
**In cutting** hold the material flat on table with left hand and follow the pattern exactly. Do *not* pick up material to cut it.



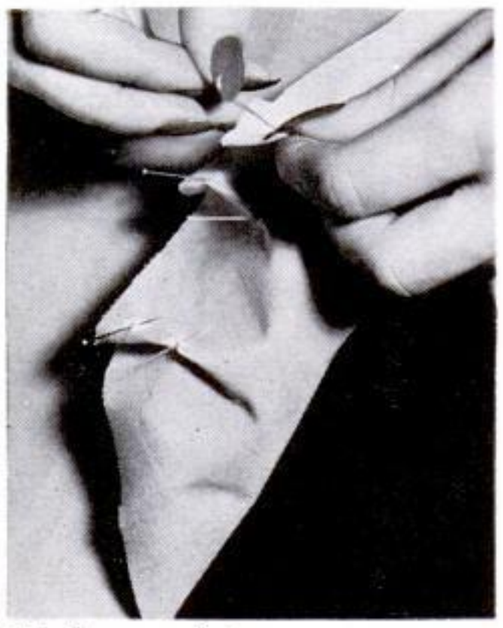
**There are notches** on pattern. These are guide posts for assembling pieces. With scissors notch cloth exactly like pattern.



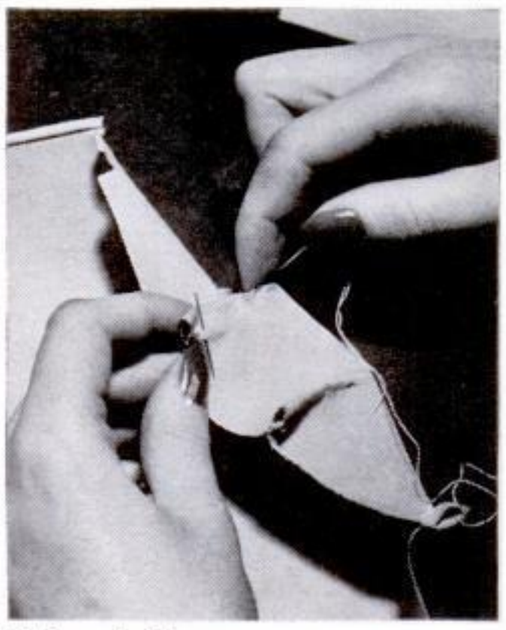
**Small holes** on pattern are also signals. Put pins through small holes. Be sure the pins go through both pieces of cloth.



**With chalk** make marks on both pieces of material wherever pins are placed. Use light chalk on dark cloth, dark on light.



**This is now a dart.** Dart is pointed fold of material that makes dress fit body's curves, at shoulder, waist, breast, etc.



**Fold material** so that the chalk marks match. Dart comes to a point at the single chalk mark. Baste along the chalk mark.

CONTINUED ON PAGE 56



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# A STORY FROM THE HEART OF AMERICA ...TO THRILL AMERICA'S HEART!

America's best loved best-seller comes to the screen! The mighty story of fierce dreams, proud courage, fighting love in today's West! Great as the red-blooded, warm-hearted people who inspired it!

*Mary O'Hara's*

# MY FRIEND FLICKA

*IN Technicolor*




with

RODDY McDOWALL · PRESTON FOSTER · RITA JOHNSON

Directed by HAROLD SCHUSTER · Produced by RALPH DIETRICH

Screen Play by Lillie Hayward · Adaptation by Francis Edwards Faragoh

A 20th CENTURY-FOX PICTURE



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# BESTFORM

*means "best form"*

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**79¢**

BESTFORM FOUNDATIONS

*$2.50 to $6.50*

# NESCAFÉ

The Armed Forces continue to receive almost all of the Nescafé that we manufacture. Therefore, the quantities that are available each month to our civilian customers are very small, and Nescafé appears only occasionally in grocery stores.

We are glad that Nescafé is able to play an important part in satisfying and stimulating our fighting forces—yet we regret that it is necessary to disappoint our civilian consumers. We know our customers will take satisfaction in the thought that the package of Nescafé that is not available today is serving some friend or relative in the military service.

Naturally we are eagerly looking forward to the day when there will be Nescafé for all.

• • • • •

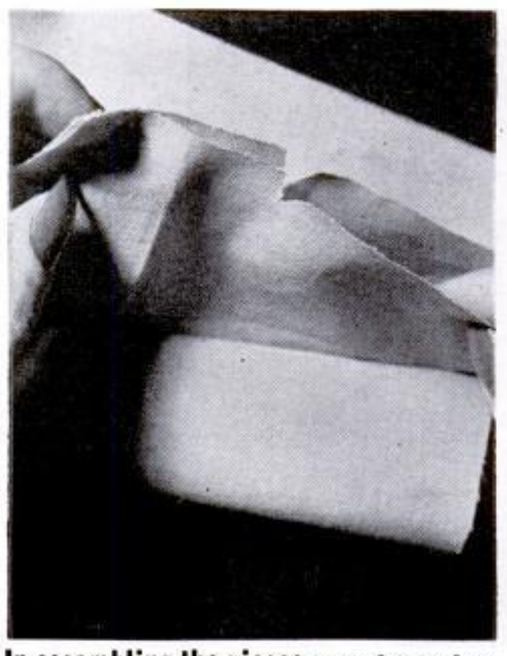
A Nestlé product, composed of equal parts of skillfully brewed soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.




SAY IT WITH WAR BONDS

• NESTLÉ'S MILK PRODUCTS, INC. • NEW YORK, U. S. A. •

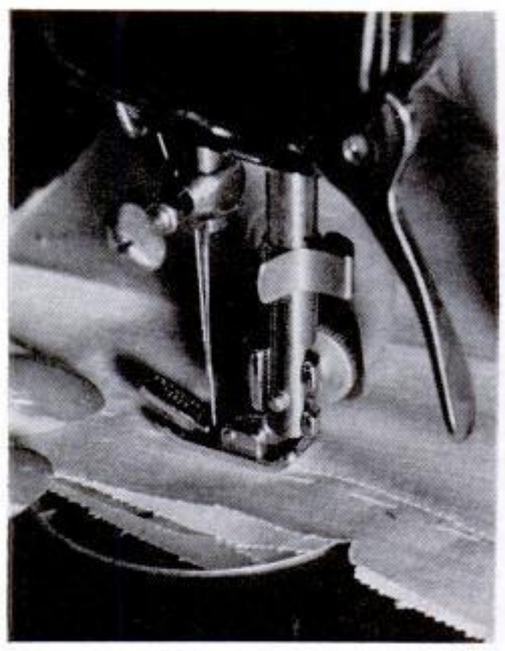


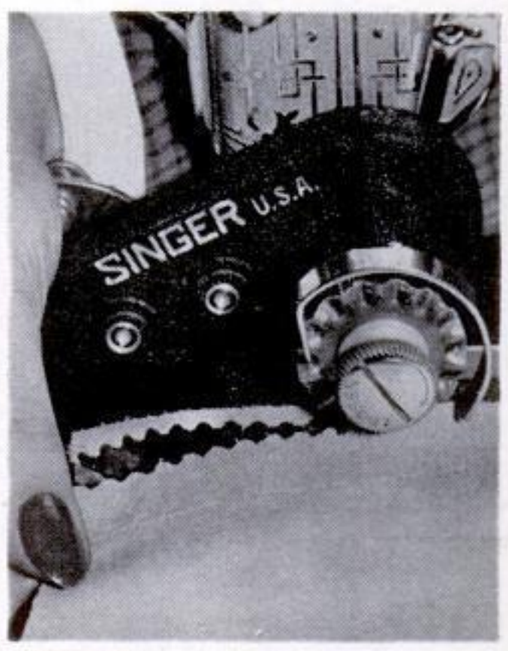
**In assembling the pieces,** match notches (single with single, triple with triple), then pin and baste the pieces together.



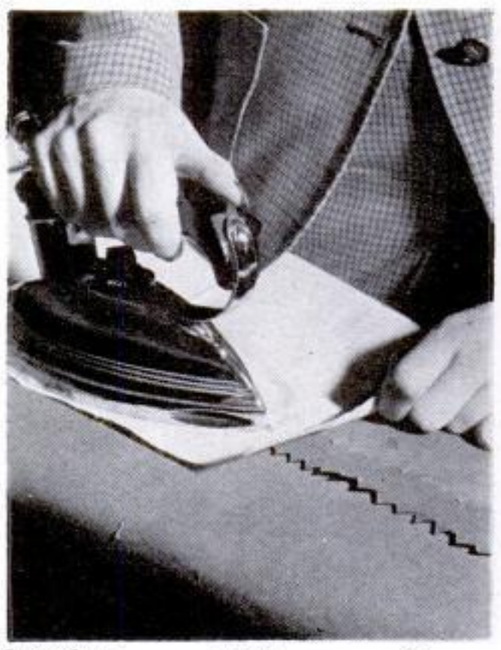
**When assembled** try on the waist (and skirt) pieces to see how they fit. This is time to make changes before final sewing.



**Stitch the seams,** preferably with sewing machine, close to basting. Don't pull material. Let the machine feed the goods.




**"Pinking"** means cutting jagged edges as above, keeps cloth from raveling. It may be done by machine or with scissors.



**Pressing** is essential for successful sewing. As the work progresses, press each seam down flat on wrong side of cloth.



**Joining the sleeves** to bodice is tricky. Insert the sleeve into the armhole, then carefully match notches and pin in place.



**Attaching skirt** to bodice completes the assembling. Here, too, match notches, gather in fullness, pin, baste and stitch.

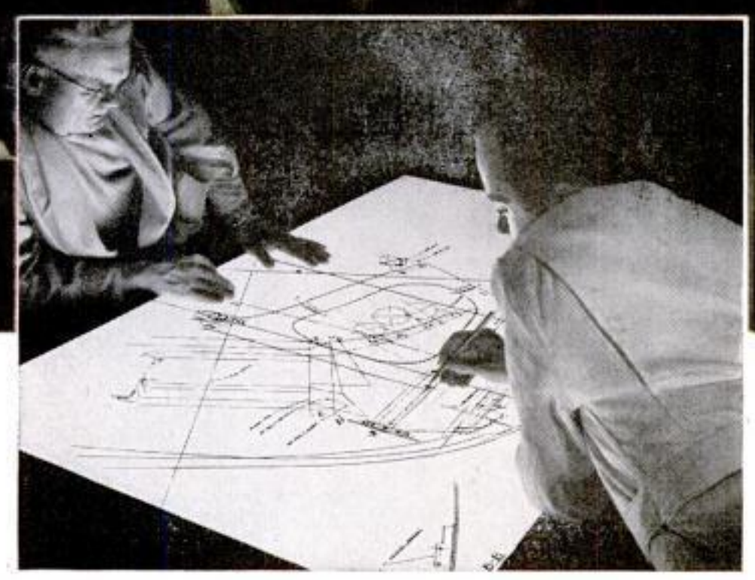


**Turning up hem** is last step. With skirt marker (*above*), powdered chalk marks hem line when bulb in hand is pressed.




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THE BRITISH CALL THIS VULTEE DIVE BOMBER THE "VENGEANCE"... In the U. S. Army Air Force it's known as the A-31... Each ship gets its first bomb load months earlier, due to the time originally saved by Kodak's Matte Transfer method.



IN SCORES OF OUR AIRCRAFT FACTORIES the designers make their original drawings on metal coated with Kodak's fluorescent lacquer. These are then transferred, photographically, to structural metal "sensitized" by the Matte Transfer process—metal which may be used to build a full-scale test model plane.

# Kodak's new photographic method gets planes into production 60 days sooner

THE human hand may err, or the mind may wander. But a photograph allows no mistakes. The hand, in transferring a tedious, detailed mechanical drawing, is slow—while a photograph is quickly made.

These two facts are the key to another "industrial revolution" which has come within the last year—lopping from two to four months from the time necessary to put an airplane, of a new design, into production.

• • •

*Kodak perfected Matte Transfer Paper*—a means of applying a photographic emulsion to other surfaces. At the aircraft factory, under "safe" red light, the transfer paper is cemented to a sheet of metal—then the paper base is stripped away, leaving the emulsion on the metal.

If desired, this metal may be a sheet of structural aluminum which is used in constructing an airplane. The metal is a "printing surface"—capable of becoming a photographic print.

In the meantime, the draughtsmen are at work on another sheet of metal, making their mechanical drawing of an airplane part. The sheet on which they work has a coating of Kodak's fluorescent lacquer. This glows, with a blue light, in the presence of X-rays—except where the pencil lines black it out.

The finished drawing sheet is exposed to X-rays, and placed in contact with the sensitized aluminum. The result is a life-size photograph of the drawing on the metal... Another method widely employed is conventional photographic copying and enlarging—using Matte Transfer Paper to produce a printing surface on metal.

• • •

With either method, Matte Transfer Paper brings the speed of photography—and no mistakes in transfer. Multiply the saving by the number of parts in an airplane and you have the total saving, in time and money.

For test flight, experimental models have been made from the first photographic copy and flown with fragments of the mechanical drawings showing on the airplane parts. Normally, pattern plates—templates—are made from the photographic pattern; from then on parts are duplicated mechanically.

But in any case, from two to four precious months are saved—and the planes so vital to our victory roll that much more quickly off the production line... Eastman Kodak Company, Rochester, N. Y.

**Serving human progress through Photography**

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# U. S. HIGHWAY NUMBER 1

No, it's not on your road map . . . our fighting men are hacking it through the jungles of the Solomons . . . pushing it overseas to Murmansk and India . . . across the desert sands of Africa.

However, Highway No. 1 *starts* here at home. Giant assembly lines turning out tanks, planes and guns are part of it. So are the shipways that launch our victory ships. And the great quantities of vital supplies now streaming from our basic industries.

Out of The Texas Company's refineries are coming millions of gallons of 100-octane aviation gasoline, chemicals for high explosives, quality lubricating oils for the Navy, Army and Air Corps, and other war products to help push Highway No. 1 nearer to Berlin and Tokio.

Throughout industry the story is the same . . . a vast industrial strength built up in peace has been quickly changed to meet the needs of war.

In this great struggle every effort counts. As individuals we can help by buying war bonds and stamps, driving under 35, saving tires, working harder at our jobs. Let's travel together down Highway No. 1 . . . to victory.

**THE TEXAS COMPANY**

TEXACO FIRE-CHIEF & SKY CHIEF GASOLINES • HAVOLINE & TEXACO MOTOR OILS

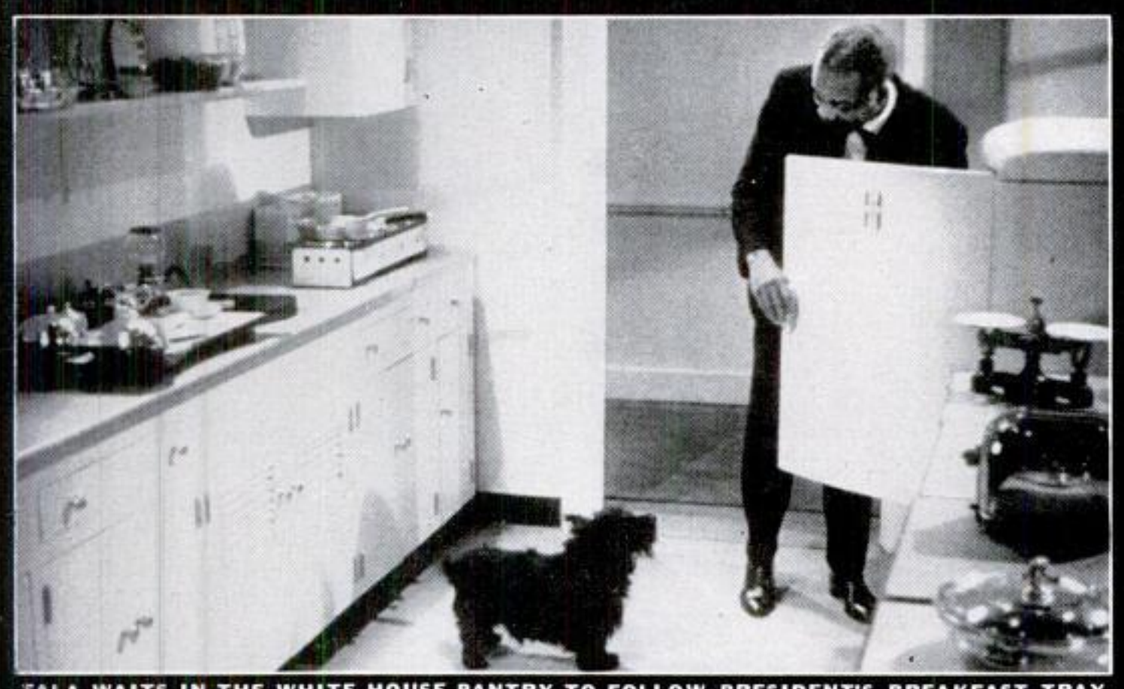



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# FALA'S DAY

## President's dog makes a movie

Fala, the President's Scottie, is a born actor. When cameramen visit the White House to photograph the President or visiting dignitaries, he often insinuates himself into the foreground and poses like any publicity-seeking ham. During the President's press conferences he will sometimes bark sharply to make sure that his presence is not forgotten. It was inevitable that Hollywood would recognize such talent. Here Fala is shown in his first starring vehicle, a Pete Smith M-G-M short which takes him through a typical day in the White House. Included in Fala's movie are a few shots from his personal album (*see following page*). Fala plays himself with warmth, intelligence and candor, should receive good notices.



FALA WAITS IN THE WHITE HOUSE PANTRY TO FOLLOW PRESIDENT'S BREAKFAST TRAY



FALA KNOWS THAT DOG BISCUIT (RIGHT) ON TRAY IS A PART OF MORNING ROUTINE



WITH MUCH FRIENDLY GROWLING FALA TUGS AT BISCUIT HELD IN PRESIDENT'S HAND



FALA AND WHITE HOUSE TELEPHONE GIRLS. SOCIAL CALLS ARE BIG PART OF HIS DAY



PRESIDENT AND FALA GO THROUGH A FAMILIAR ACT IN THE STUDY AT FEEDING TIME



FALA ROLLS OVER AT MASTER'S BIDDING. HIS ENTHUSIASM FOR THIS NEVER WANES



HE ALSO SITS UP. THESE ARE THE ONLY TWO ORTHODOX TRICKS FALA HAS LEARNED



WITH A MELTING LOOK HE BEGS FOR HIS PLATE. HAS LITTLE TROUBLE GETTING IT

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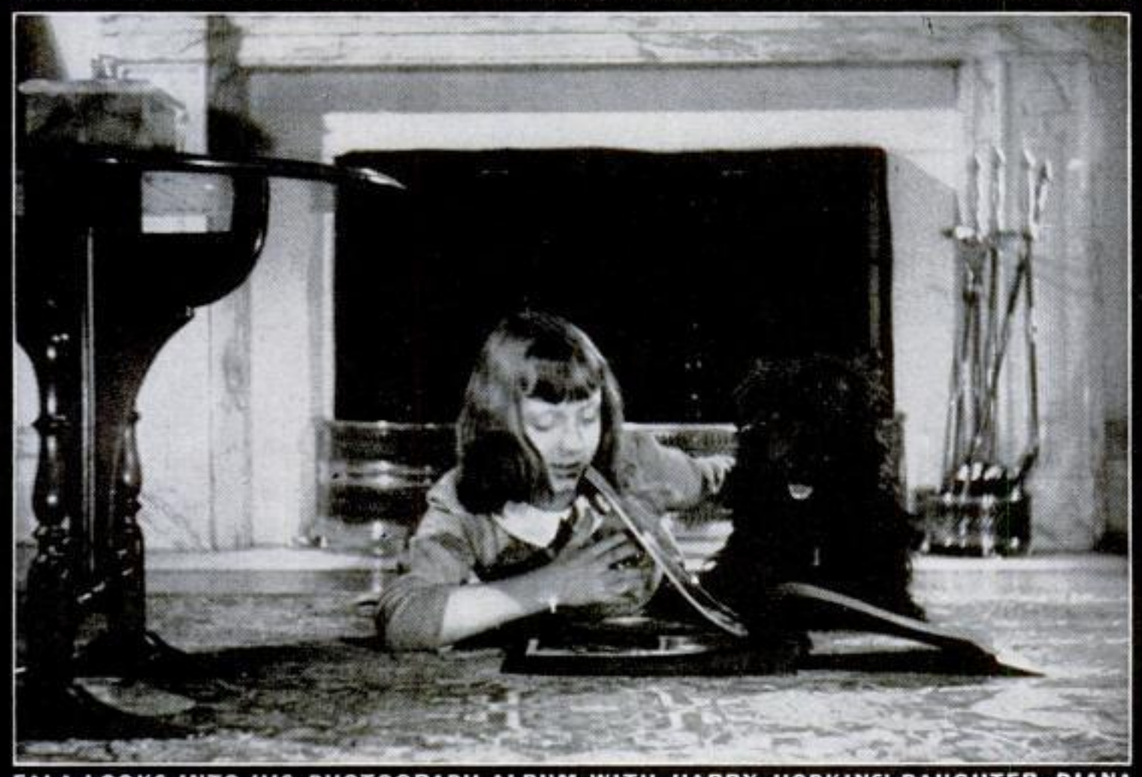
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PERSUADED THAT FALA IS HUNGRY ENOUGH, PRESIDENT SETS DISH ON THE FLOOR



PRESIDENT PATS FALA AS ONE OF HIS FEW BRIEF MOMENTS OF RELAXATION ENDS



FALA LOOKS INTO HIS PHOTOGRAPH ALBUM WITH HARRY HOPKINS' DAUGHTER, DIANA



ALBUM REMINDS HIM OF DAY HE GOT TANGLED UP IN MRS. ROOSEVELT'S KNITTING



HE REMEMBERS FROM THIS SHOT A FISHING TRIP WITH PRESIDENT IN BETTER DAYS



HE RECALLS 1941 INAUGURATION, WHEN PRESIDENT COULD NOT LET HIM RIDE IN CAR



MOST PUZZLING DAY FOR FALA WAS DEC. 7, 1941, WHEN HE WAS PUT OUT OF STUDY



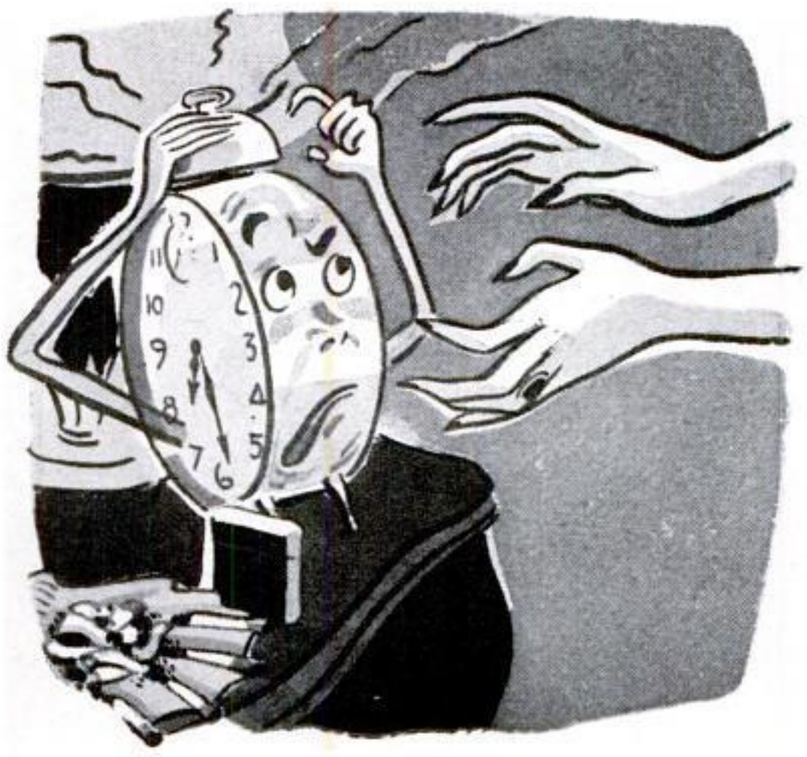
IF FALA'S PORTRAIT HAD AN AUTOGRAPH, IT WOULD READ "MURRAY OF FALLAHILL"



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1. Believe me, I've got a thankless job. Kay Roberts is a working girl and I'm supposed to get her up on time. Maybe if I had a pitchfork, I'd rout her out, but doggonit—



2. I ring my head off at 7:30. She gets up, muzzles me, and plops back for another hour of shut-eye. Then she has to throw herself together and dash out without breakfast!



3. I know what's wrong. Why, she doesn't fall asleep till the roosters wake up! I've discovered she's one of those people whose nerves are jangled by the caffein in coffee.



4. Even a little coffee makes her so jittery she can't sleep. And because she can't sleep, she broods and gets more jits. And the troubles of the world give her worse heeby-jeebys than the rest of us.




5. Gosh, Kay, why don't you switch to Sanka Coffee, since you like coffee so much? It's a coffee that can't make you jittery and can't keep you turning like a flapjack all night.



6. You see, Kay, it's the caffein that rattles you and not the coffee. Sanka Coffee is 97% caffein-free and can't jangle anyone's nerves, can't make you lose precious sleep.



7. Sanka Coffee sure tastes good! Only the caffein is removed; all the delicious flavor and aroma stay in. Sanka Coffee is real coffee, all coffee, and nothing but coffee!



8. Next time you get your coffee ration, get Sanka Coffee. It's swell coffee and it can't upset you or keep you awake. And it'll be good for an alarm clock's morale.

# SANKA COFFEE




**SLEEP ISN'T A LUXURY; IT'S A NECESSITY.**

**DRINK SANKA AND SLEEP!**

TUNE IN...5:45 P. M., New York Time, Sunday Afternoon. Sanka Coffee brings you William L. Shirer, famous author of "Berlin Diary," in 15 minutes of news over the Columbia Network.

**BUY U. S. WAR SAVINGS BONDS AND STAMPS**



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"GIVE ME LIBERTY or give me death," cried Patrick Henry in Richmond in 1775. Jefferson was there to hear and applaud.




"HUZZA FOR HAMILTON," shouted New York crowds after Constitution was ratified. Jefferson was in France.



"THE PRESIDENT AND LADY WASHINGTON held a levee" reported papers after such parties. Jefferson attended some.

# THOMAS JEFFERSON

## 1743—1943

This week the U. S. will celebrate the 200th birthday of Thomas Jefferson who was born April 13, 1743 on his father's plantation "Shadwell" at the foot of the Blue Ridge mountains of Virginia. The marble Jefferson Memorial that appears on LIFE's cover will be formally dedicated in Washington this week. The Library of Congress and the National Gallery of Art will stage Jefferson exhibits. All over the nation there will be Jefferson radio programs, Jefferson concerts, and Jefferson essay contests for schoolchildren. New Jefferson books have been pouring from the presses and there is a Jefferson play, *The Patriots*, on Broadway.

Americans have always been intensely interested in Thomas Jefferson, birthday or no birthday. Probably no great American of the past still seems so thoroughly alive. Jefferson was a very human man who wrote down in his diary such details as his wedding fee (£5) and the dates he planted his peas at Monticello. He was a great gentleman and a great scholar and everyone knows that he wrote the Declaration of Independence. But Jefferson was more than a lofty voice speaking for human freedom. He was never afraid to get down in the dust and dirt of politics to battle savagely for his principles. And he was a militant American who gave all living Americans a slogan for this war when he said: "I have sworn upon the altar of God eternal hostility against every form of tyranny over the mind of man."

Jefferson's father, Peter, was a combination pioneer and landed proprietor who could lift a hogshead of tobacco with one hand. His mother was one of the proud Randolphs of Virginia. Young Thomas Jefferson grew up as a member of the Colonial aristocracy. When he was 14 his father died, left him 2,750 acres and many slaves. Later he married a young widow, Martha Wayles Skelton, who brought him more acres and more slaves. Yet the first bill he ever introduced into the Virginia House of Burgesses, at the age of 26, was a bill to permit slaveowners to free their slaves.

Jefferson was 33 years old when he wrote the Declaration of Independence with its majestic central statement: "We hold these truths to be self-evident: that all men are created equal, that they are endowed by their Creator with certain inalienable Rights, that among these are Life, Liberty and the pursuit of Happiness." Most Americans are so familiar with these words they do not realize how radical they still are. Before Jefferson, American patriots had been using the war cry, "Life, liberty and property!" He took out the "property."

As soon as the American colonies were formally declared free, Jefferson went home to organize a government for Virginia. The aim of the Revolution was to establish American self-government, and Jefferson wanted to prove that American self-government would work. As we might say today, he wanted to win the peace while winning the war. He succeeded after fighting a series of major political battles—including one for religious freedom, and one for freedom of education. He won the first, eventually, and lost the second, for the time being (*see pp. 74–75*). After the war he was sent to France as Minister and watched with deep interest the beginnings of the French Revolution, which he believed had many connections with our own. He returned to the U. S. to be Secretary of State under George Washington, the first President. In the same Cabinet, as Secretary of the Treasury, was the dashing young war veteran and popular supporter of the new Constitution, Alexander Hamilton. The differences between Hamilton and Jefferson grew into the first political battle of the new Republic and the great political legend of U. S. history. Hamilton, leader of the Federalists, wanted a strong central government that would work with financial and manufacturing interests to build a rich, powerful country. Jefferson fought to keep power in the hands of State and local governments, which he felt were closer to the people, bitterly opposed speculators who were reaping fortunes from Hamilton's measures. Jefferson won when he was elected President in 1800. But in the long run Hamilton won too, for U. S. economy and U. S. Government are distinctly Hamiltonian. It was a mark of the young nation's greatness that it could produce two such giants at the same time—for while Jefferson looked out primarily for the rights of the American people, Hamilton firmly established the young American nation. After 1800, the Jefferson-founded Democratic Party dominated national government for 40 straight years.

Jefferson died on July 4, 1826, and is buried at Monticello under a tombstone he designed for himself. From all the events of his long life he chose only three which he wished to have stated on his tomb:

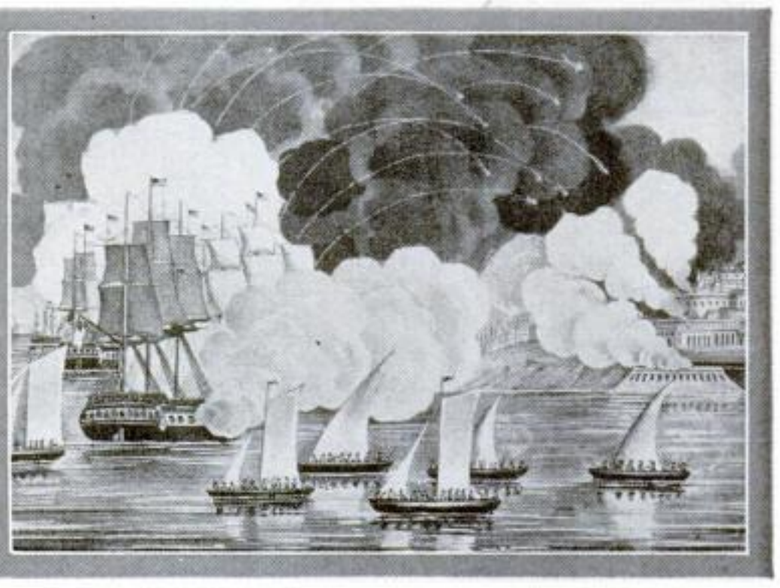
*Here was buried*
*Thomas Jefferson,*
*Author of the Declaration of American Independence,*
*Of the Statute of Virginia for Religious Freedom,*
*And Father of the University of Virginia*



THE LOUISIANA PURCHASE in 1803 was Jefferson's great act as President. It doubled U. S. territory without a war.



DEATH OF HAMILTON, Jefferson's foe, came in 1804 when Vice President Burr shot him in a famous duel.



BOMBARDMENT OF TRIPOLI was ordered by President Thomas Jefferson to teach North African pirates a lesson.



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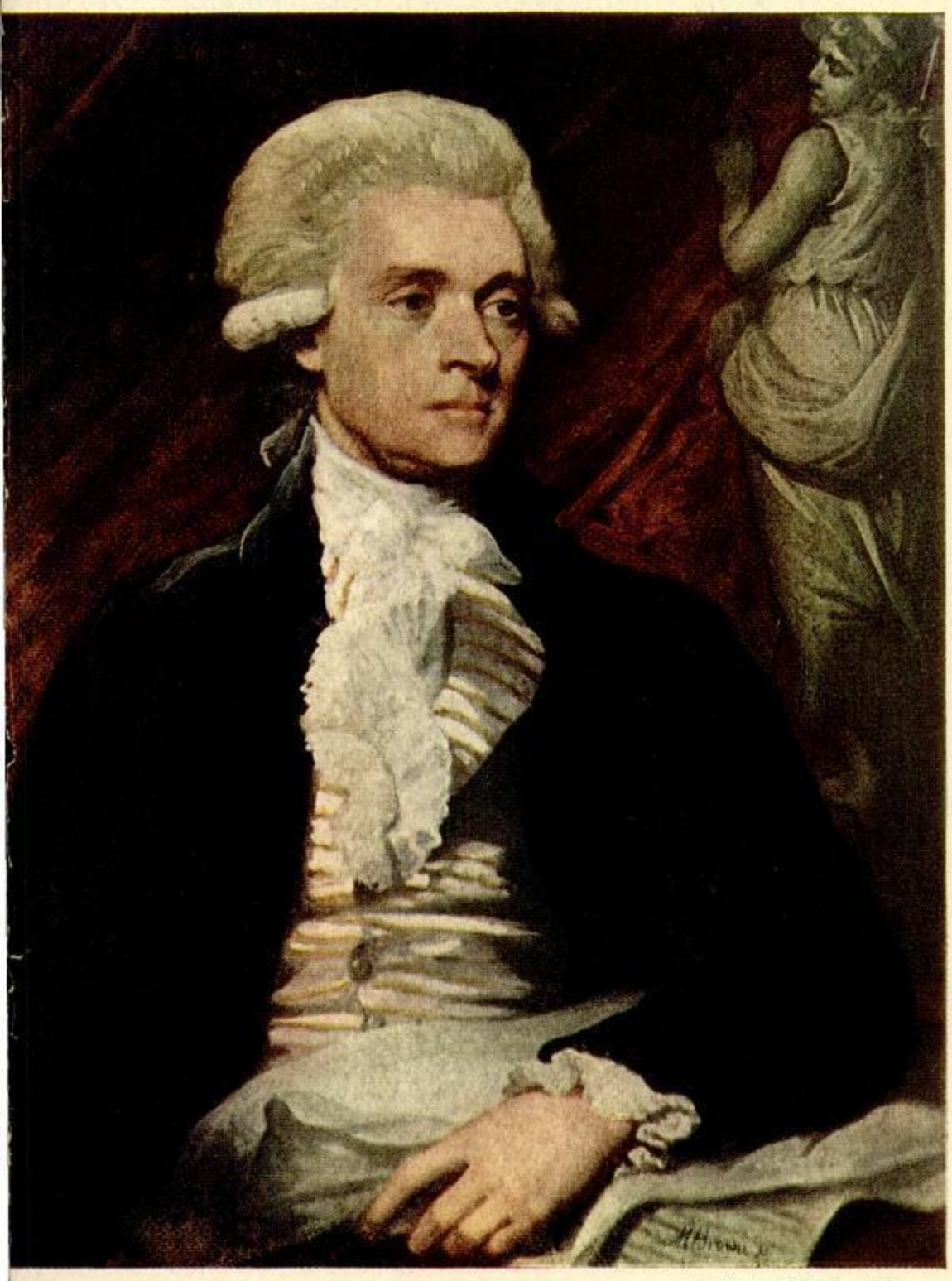


**JEFFERSON AS SECRETARY OF STATE** was painted by Charles Willson Peale in 1791, when the great Jefferson-Alexander Hamilton feud was just getting under way. This vigorous portrait, now in Philadelphia's Independence Hall, shows Jefferson's naturally reddish hair. Peale and Jefferson were friends and shared an interest in excavating fossils.

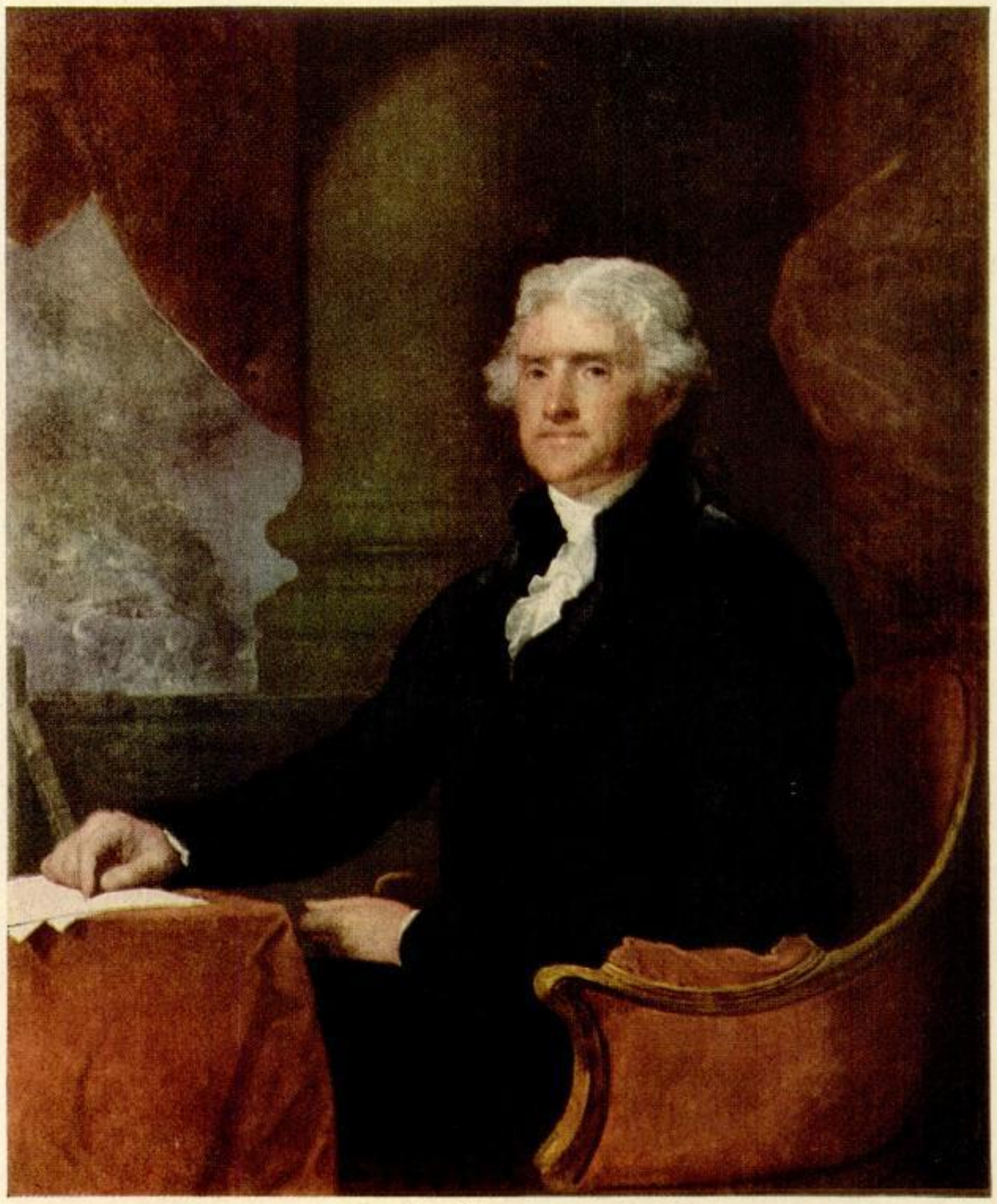
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JOHN TRUMBULL PAINTED "THE SIGNING OF THE DECLARATION OF INDEPENDENCE" FOR CAPITOL ROTUNDA. JEFFERSON IS TALLEST FIGURE IN CENTRAL GROUP



**JEFFERSON AS MINISTER TO FRANCE** was painted by Mather Brown in 1786 for Jefferson's friend, John Adams. It is still owned by Adams family.



**JEFFERSON AS PRESIDENT** was painted by Gilbert Stuart in 1805 for James Bowdoin and is now owned by Bowdoin College, Brunswick, Me. It is considered most important life portrait of Jefferson.

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THE FACADE OF JEFFERSON'S BELOVED MONTICELLO IS WAVILY REFLECTED IN THE LITTLE FISH POND WHERE HE ONCE KEPT FRESH RIVANNA SHAD FOR HIS TABLE

# HE LIVED AT MONTICELLO

No one can understand Thomas Jefferson until he has visited Monticello, the house that Jefferson built for himself on top of a little mountain near Charlottesville, Va. Here, walking on his lawn, Jefferson could look out over his own broad acres and many more miles of rolling farms and forested mountains which, to his thinking, were the real America. Monticello had the Roman columns and rounded dome which Jefferson used in his architectural designs (*see pp. 70–71*). It also had in background its own mills and shops for making bricks, nails, clothing and even furniture. It was a perfect blending of beauty and practical things.

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JEFFERSON'S BIRTHPLACE "SHADWELL" IS STILL A THRIVING FARM BUT THE ORIGINAL HOUSE BURNED DOWN IN 1770. IRON FENCE AND STONE AT RIGHT MARK SITE

JEFFERSON ATTENDED CLASSES IN THIS BUILDING, DESIGNED BY FAMED CHRISTOPHER WREN OF LONDON, WHILE A STUDENT AT THE COLLEGE OF WILLIAM AND MARY

# VIRGINIA WAS HIS "COUNTRY"

Thomas Jefferson liked to write of Virginia, not as just a single State, but as "my native country." In his early years the ancient Commonwealth of Virginia was indeed an empire in itself, stretching its claims westward from the Atlantic Ocean to the Mississippi River. During the Revolutionary War, an army of Virginians under George Rogers Clark crossed the mountains and made a sweep through the present States of Kentucky, Ohio and Indiana. In the summer of 1779, after the fall of Vincennes, they brought back as a prisoner the British Governor of the Northwest, Henry Hamilton, known as the "Hair Buyer" because of his policy of paying the



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RECONSTRUCTED HOUSE OF BURGESSES AT WILLIAMSBURG WHERE JEFFERSON SERVED AS REPRESENTATIVE OF ALBEMARLE COUNTY IN THE PRE-REVOLUTION YEARS

JEFFERSON FIRST VISITED THE GOVERNOR'S PALACE (ABOVE) AS A STUDENT TO PLAY HIS FIDDLE FOR AN ENGLISH GOVERNOR. LATER HE BECAME GOVERNOR HIMSELF

Indians for American scalps. Jefferson had just been elected Governor of Virginia and this was one of the few times when he ever got personally tough with another man. He let Hamilton sit tied on a horse in the rain in front of the Governor's palace (*see above*) for an hour and then, without giving him an interview, ordered him put in the Williamsburg lockup with ordinary criminals. The "Hair Buyer" stayed there for over a year.

Jefferson was born in what was virtually "frontier" country at the edge of the mountains, but he got his education and first political experience at Williamsburg, the elegant little Virginia capital near the seacoast. Colonial Williamsburg probably never had more than 2,000 inhabitants. But among them were George Washington, Patrick Henry, Richard Henry Lee and Francis Lightfoot Lee, Peyton Randolph, George Wythe, John Marshall, James Madison and Thomas Jefferson.

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THIS GREAT PHOTOGRAPH BY GABRIEL BENZUR SHOWS THE JEFFERSON COUNTRY AS IT APPEARS LOOKING DOWN FROM ROCKFISH GAP IN THE BLUE RIDGE MOUNTAINS,

# HE LOVED THE AMERICAN LAND

The breath-taking view above, of the beautiful blue hills of Albemarle County and the fertile plains of the Rivanna, is one that Thomas Jefferson saw many times. And we can be certain that he rarely saw it without reining in his horse to stop and gaze his fill. For Jefferson never tired of seeing and describing the beauties of his native land. His book *Notes on Virginia* contains passionate tributes to such places as Harper's Ferry—"The passage of the Potomac through the Blue Ridge is, perhaps, one of the most stupendous scenes in nature"—and the famous Natural Bridge, which he owned, and where he built a



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ABOUT 25 MILES WEST OF MONTICELLO. THOMAS JEFFERSON OFTEN TOOK THIS ROUTE THROUGH THE MOUNTAINS ON HIS HORSEBACK RIDES TO THE NATURAL BRIDGE

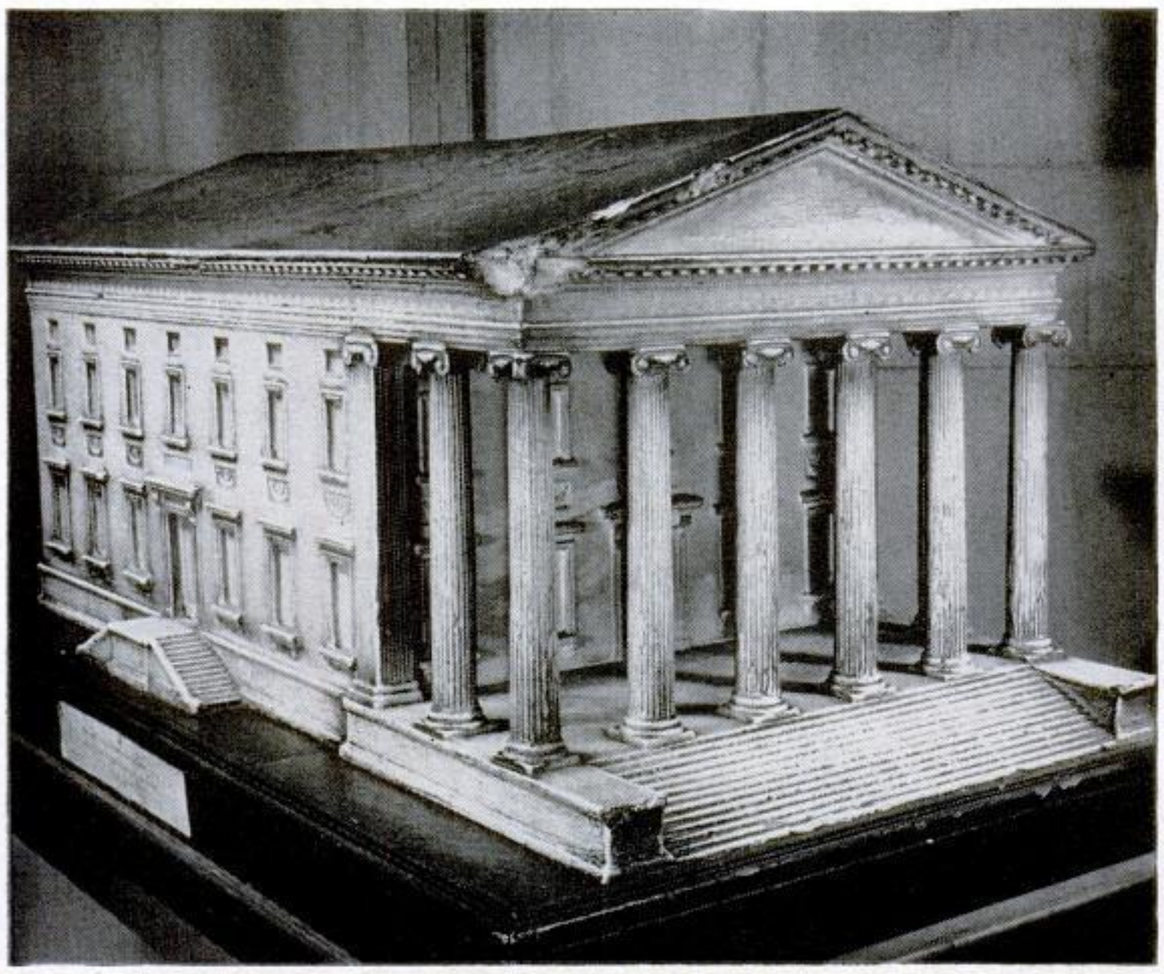
log cabin of two rooms, one reserved for his visitors.

Of Albemarle County, which gave him his first political office (Justice of the Peace), Jefferson once wrote: "This country . . . is red and hilly, very much like the country of Champagne and Burgundy . . . excellently adapted to wheat, maize and clover . . . like all mountainous countries it is perfectly healthy. The society is much better than is common in country situations; perhaps there is not a better *country* society in the United States. . . . It consists of plain, honest, and rational neighbors, some of them well informed and men of reading, all superintending their farms, hospitable and friendly." It was just this kind of agrarian society that Jefferson would have liked to establish everywhere in the U. S. He believed that farmers should always be favored over the "stock-jobbers" of the cities for, as he wrote: "Those who labor in the earth are the chosen people of God, if ever He had a chosen people."

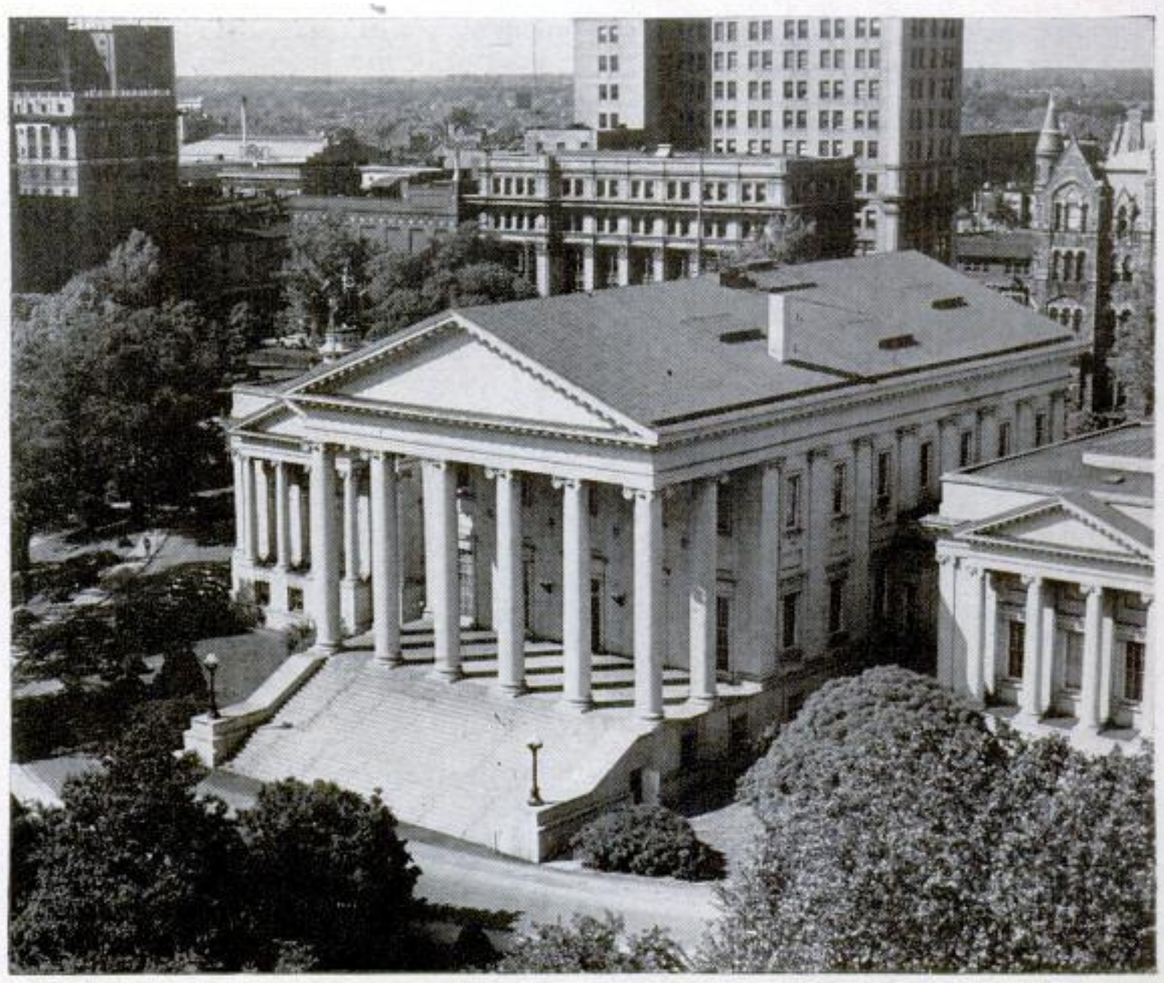
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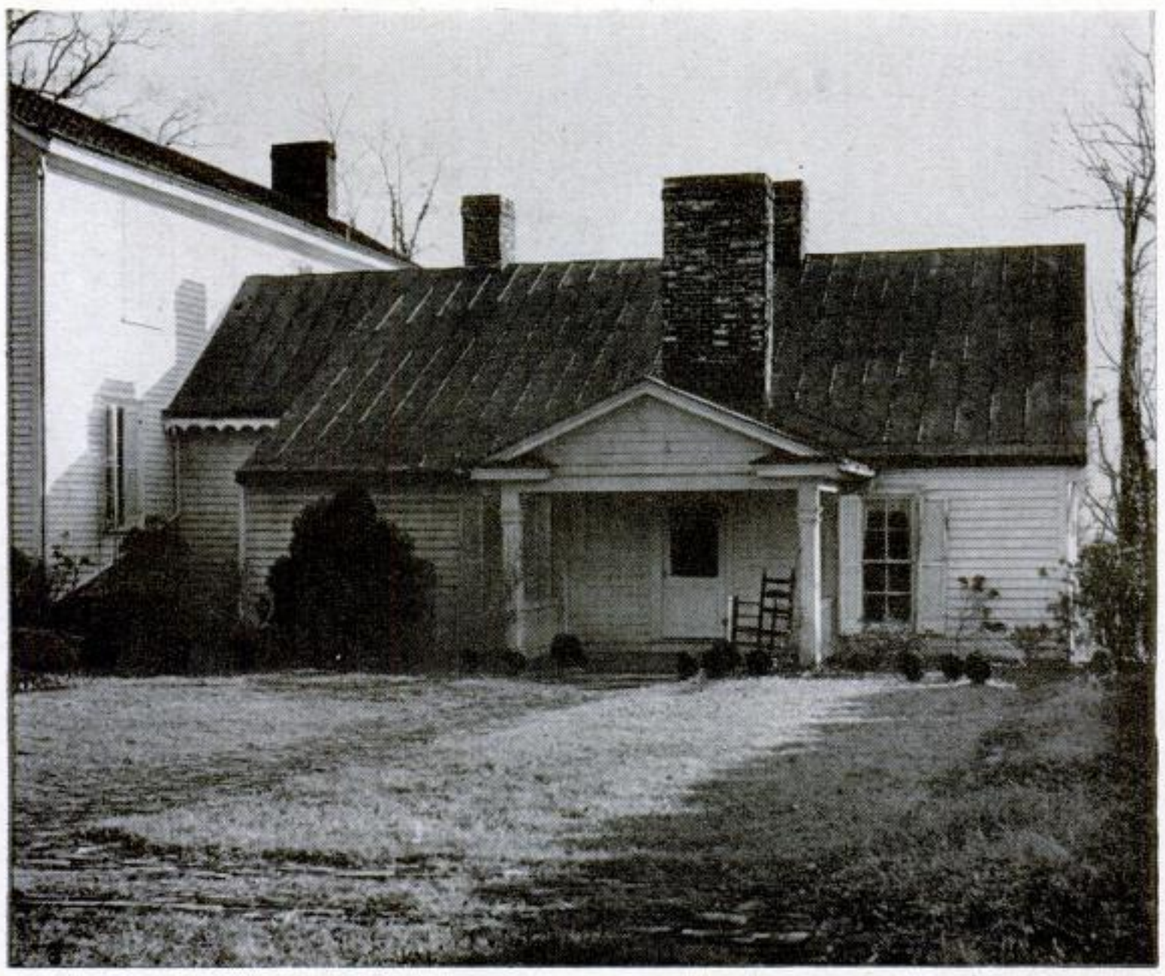
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**JEFFERSON'S MODEL** for first Virginia Capitol at Richmond was based on Maison Carrée at Nîmes, France. He spent whole hours gazing at original building, "like a lover at his mistress."



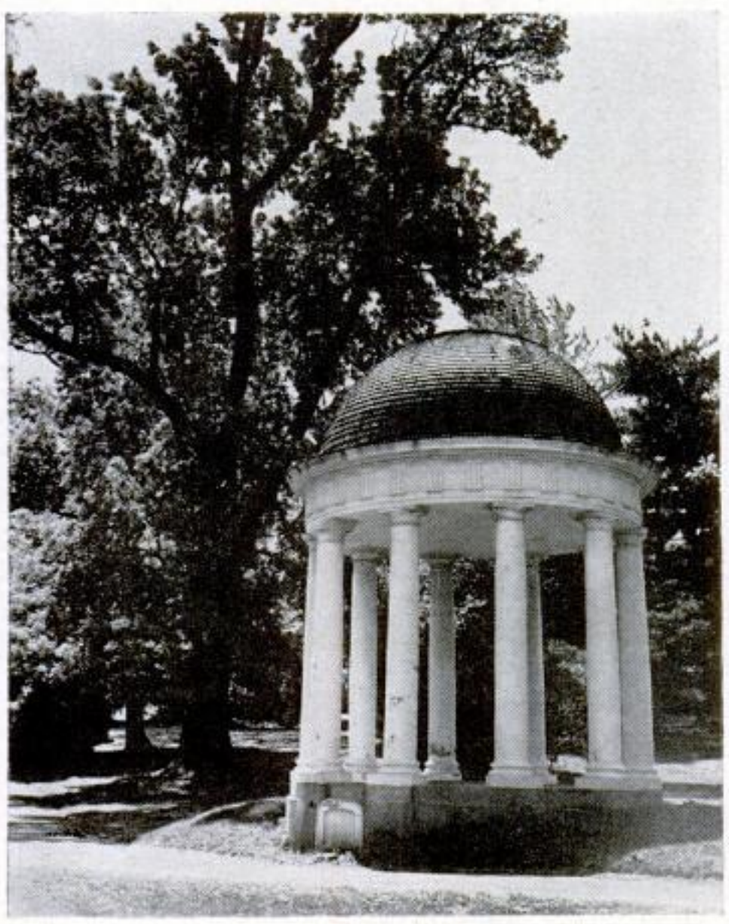
**VIRGINIA STATE CAPITOL** was built from the model shown at left, which Jefferson sent from Paris. He even included inside floor plans for "legislative, executive and judiciary purposes."



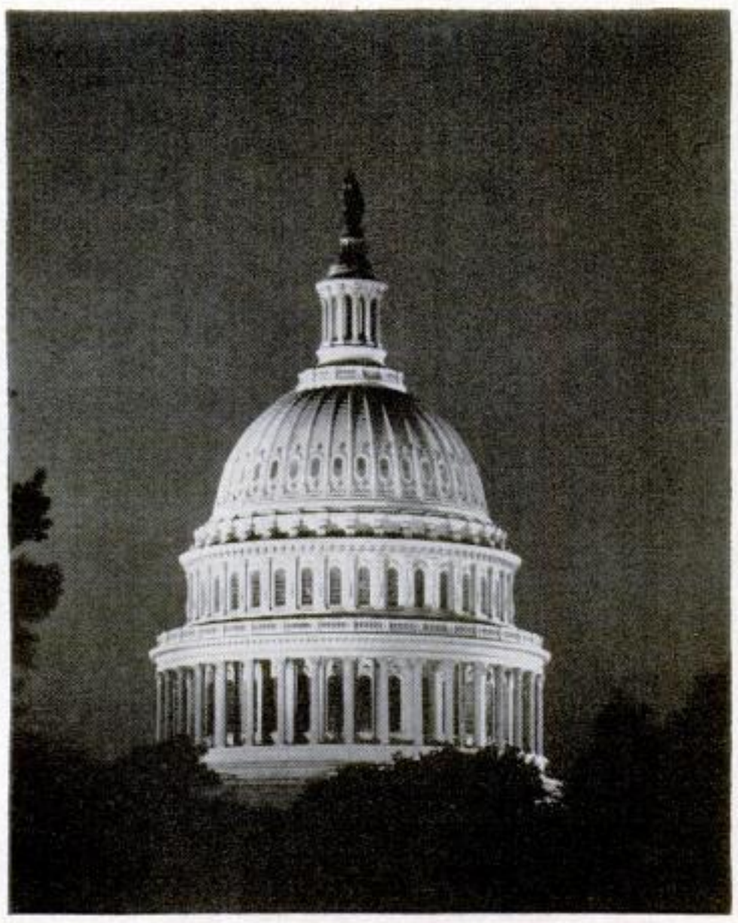
**ASH LAWN,** near Monticello, is sometimes referred to as "Jefferson's $1,000 house." Jefferson designed it for his political protégé, James Monroe, at a time when Monroe had little money.



**OAK HILL,** near Leesburg, Va., was designed by Jefferson for Monroe after Monroe became President. It has the tall pillars that were Jefferson's trademark and later spread through the South.



**ICEHOUSE** at Montpelier, the handsome estate of James and Dolly Madison, resembles an ancient temple of love.



**U. S. CAPITOL DOME** bears evidences of Jefferson's classical taste. He also helped lay out plans for Washington, D. C.



**PRIVY** on Jefferson's small estate at Poplar Forest was designed by him to look like a sentry box and was neatly hidden by mound.



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FOR THE UNIVERSITY OF VIRGINIA AT CHARLOTTESVILLE JEFFERSON USED ALL OF HIS FAVORITE FORMS—A PILLARED FACADE, CENTRAL DOME AND LONG COLONNADES

# JEFFERSON WAS AN ARCHITECT

One of the things that Thomas Jefferson dearly loved to do was to design public buildings, houses for his friends, or almost any kind of a structure at all in which usefulness might be combined with beauty. He was the first important American to take an intelligent interest in architecture, and Virginia is sprinkled with samples of his skill. He designed homes for two Presidents besides himself—Madison and Monroe. Jefferson favored the spacious Greek and Roman forms over the Georgian style prevalent in the American colonies. He complained he did not get enough fresh air in Georgian houses, because of the small rooms and windows.

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JEFFERSON'S BED AT MONTICELLO HUNG ON PULLEYS IN ALCOVE BETWEEN HIS STUDY AND BEDROOM. BY DAY HE RAISED THE BED UP AND MADE ONE BIG ROOM

# HE WAS FOND OF GADGETS

Jefferson had enormous scientific curiosity and knowledge, and he was constantly using both to make life more interesting, for himself and for his fellow-Americans. He was the first eminent American to study paleontology, or the science of fossils; at one time he had a whole room in the White House cluttered with fossil bones. He compiled a dictionary of Indian dialects and dug in old Indian mounds. He figured out the decimal system of American coinage and invented an improved plow that won him a gold medal from France. At Monticello he happily installed many gadgets, including a dumb-waiter (*opposite page*) and first storm windows.



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**FRONT HALL** at Monticello is dominated by Jefferson's fabulous clock, which still keeps time. The wires at top connect to round iron weights which drop down the wall at right and mark the day of the week. At left is clock-winding ladder.



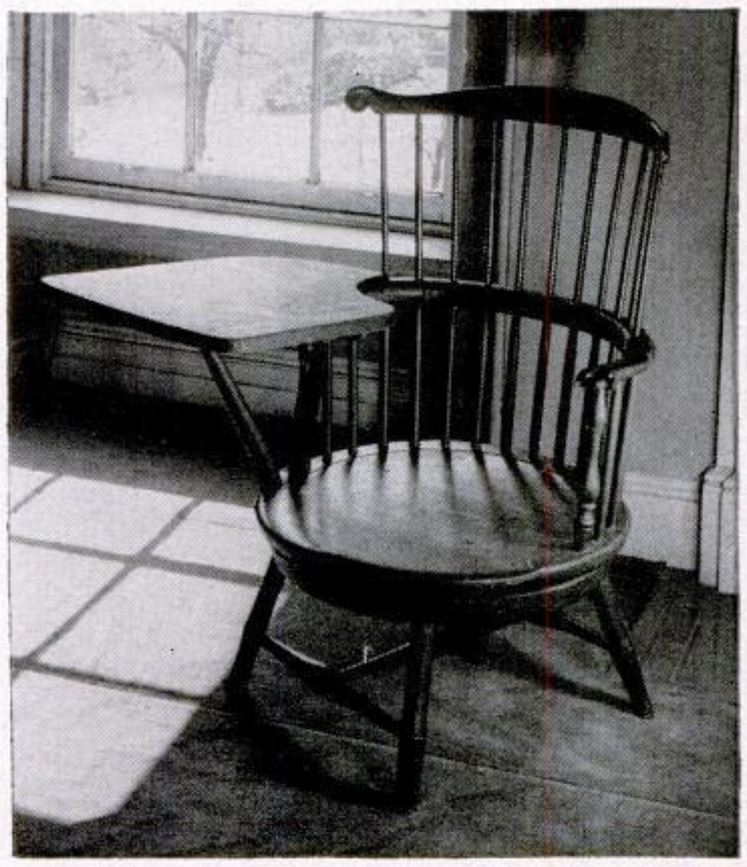
**WEATHER VANE** at Monticello connects with a dial in porch ceiling. Jefferson could read wind direction before going out.



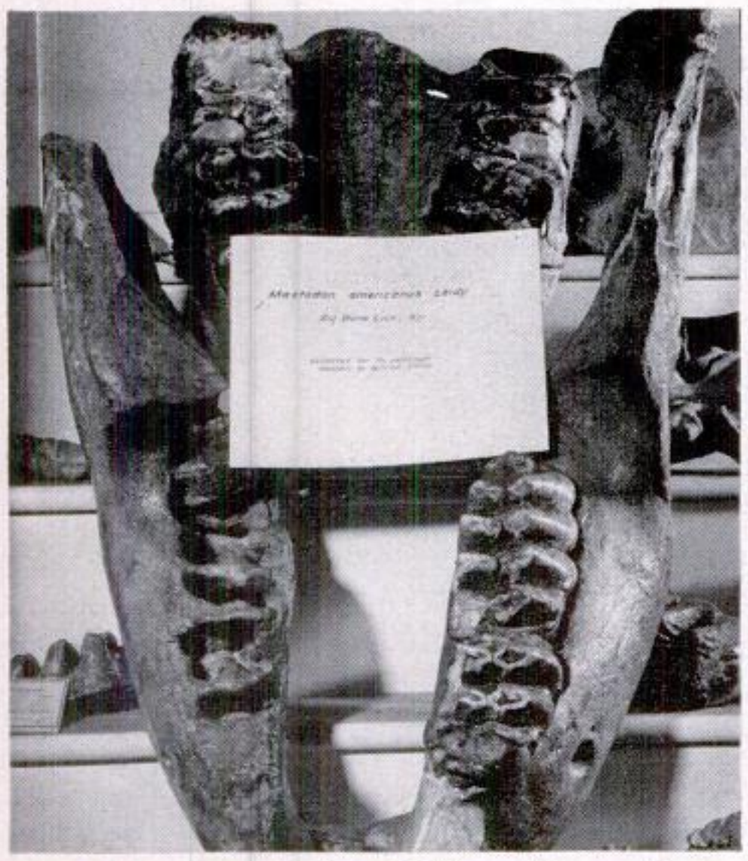
**JEFFERSON'S MUSIC CABINET** had a four-part rack on top, for all the members of a quartet. Jefferson played the violin.



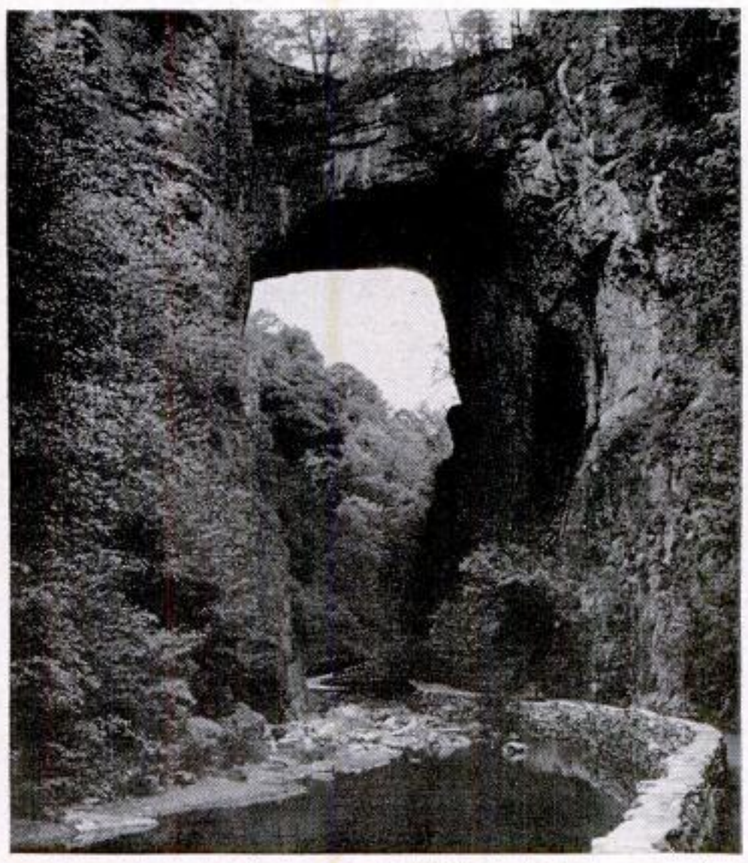
**POLYGRAPH**, or duplicate writing machine, was introduced in America by Jefferson in 1805. This is one of several he bought.



**EARLY REVOLVING CHAIR** with writing arm was invented by Jefferson, who used it writing Declaration of Independence.



**MASTODON FOSSILS** fascinated Jefferson. However, he once made mistake of identifying fossil sloth as a species of lion.



**NATURAL BRIDGE** in western Virginia and the surrounding lands were bought by Jefferson in 1775 for only 20 shillings.



**JEFFERSON'S DUMB-WAITER** was concealed in fireplace. Full bottles came up one side, empties went down the other.

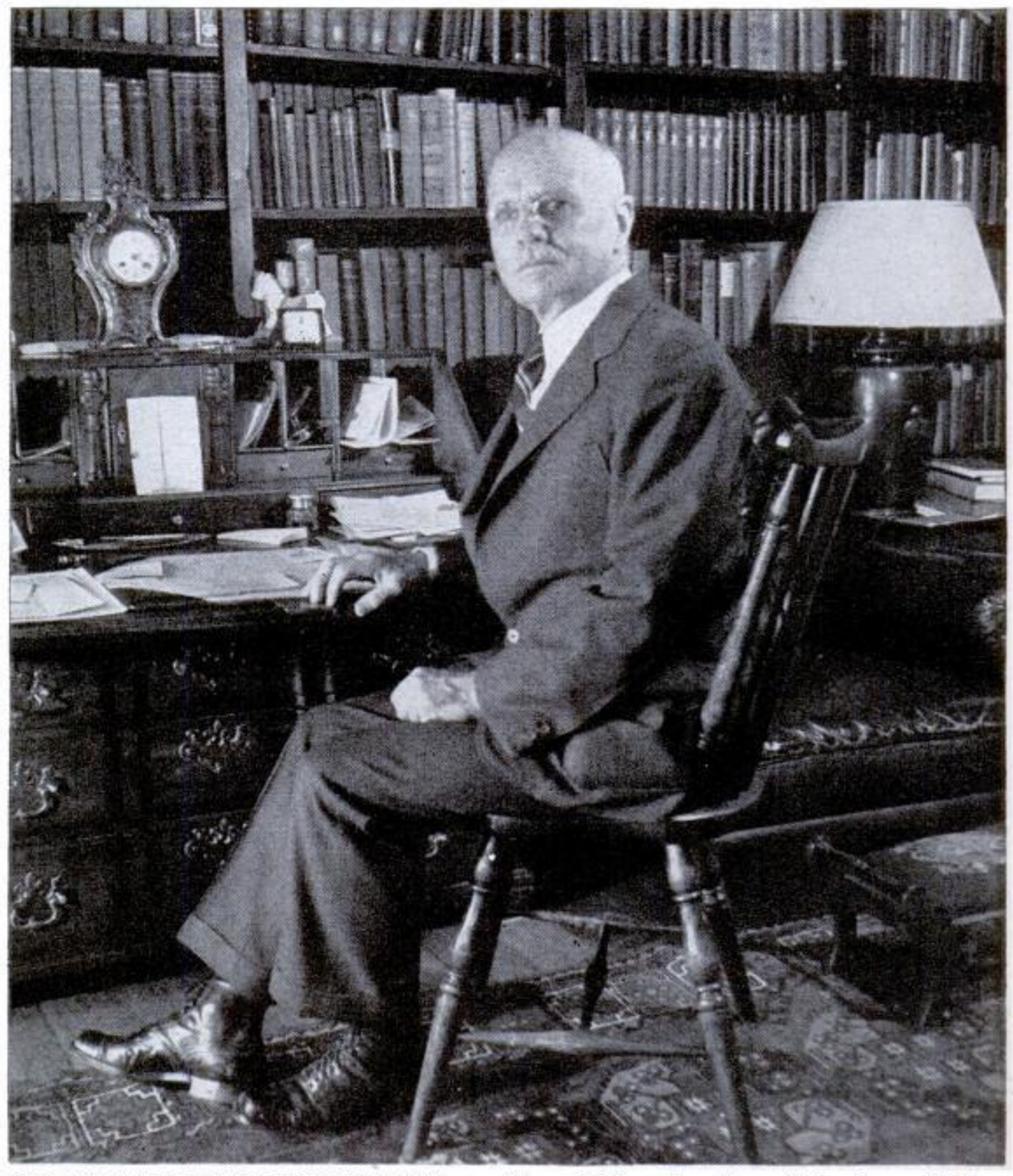
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BRIG. GENERAL JEFFERSON RANDOLPH KEAN, 82, of Washington, is the oldest living Jefferson descendant. He has been an Army surgeon in wars against Indians, Spanish and Germans.



PROF. JULIAN LOWELL COOLIDGE of Harvard is world-famed mathematician descended from Jefferson granddaughter who married a Boston Coolidge. Jefferson was good at trigonometry.



THOMAS JEFFERSON COOLIDGE, of Boston, is the chairman of the United Fruit Company and once served as Undersecretary of the Treasury, 1934–36. He has a son, T. J. Coolidge, 4th.



GEORGE GREEN SHACKLEFORD, 22, is a senior at University of Virginia and editor of *Corks and Curls*, student annual. His family has had six generations connected with the University.

# HIS FAITH WAS IN THE LIVING

The four descendants of Thomas Jefferson whose pictures are printed above and the students on the opposite page are members of what Jefferson liked to call "the living generation," and to them he conceded all rights to govern themselves and the world around them. "The earth belongs to the living, not to the dead," was the slogan hammered home again and again. It was that philosophy which once led him to exclaim, "God forbid that we should ever be 20 years without . . . a rebellion." Jefferson did not always trust laws, or Constitutions, or even Declarations of Independence. But he did trust living Americans.



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**JEFFERSON'S TREMENDOUS** message to the living generation looks down on students at work in new Library of Congress Annex in Washington. Jefferson was stepfather of the Congressional Library which was burned by British in 1814, but which opened for business again the next year with 6,000 volumes from Jefferson's library, purchased by Congress for $23,950.

"Educate and inform the whole mass of the people," he wrote. "They are the only sure reliance for the preservation of our liberty." Jefferson wanted free schools to do the educating and a free press to do the informing. He once declared that if he had to choose between government without newspapers, or newspapers without government, he would take newspapers.

The picture above, of high-school students doing their work in the hushed magnificence of new Library of Congress Annex in Washington, would have delighted Jefferson's heart. To him nothing was too good for young Americans in search of knowledge. Early in his career he drafted a plan for Virginia to give all children, rich or poor, a rudimentary schooling, and later to put "the best geniuses" among them through college, at public expense. This scheme was too radical for its time and it was defeated, but its main points have now been adopted and greatly enlarged by every State.



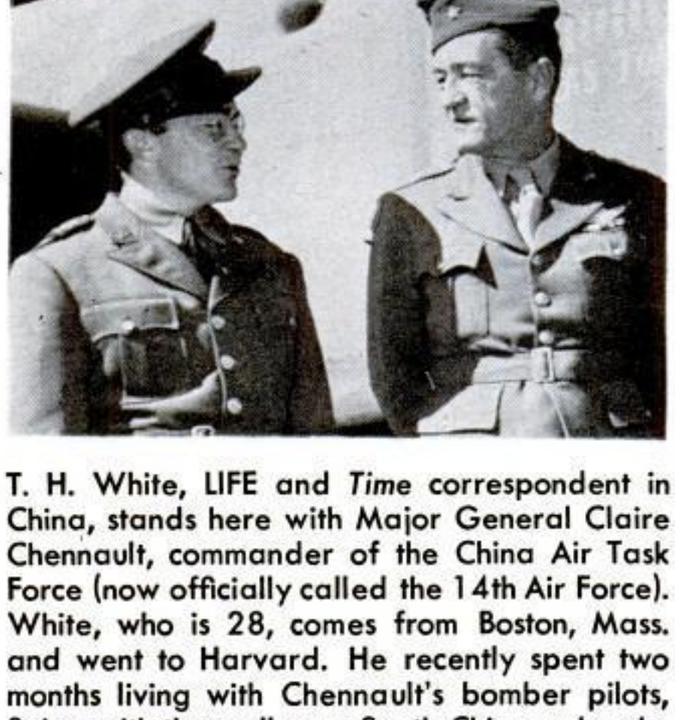
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ON ALERT IN OPERATIONS SHACK IN HUNAN, CHINA, FROM DAWN TO DUSK, PILOTS LISTEN TO SCRATCHY PHONOGRAPH, SHOOT THE BULL ON TACTICS AND WISH FOR FLIGHT ORDERS

# CHINA AIR TASK FORCE

## Chennault's fliers set an incredible pace for American airpower by shooting down 150 planes for seven

by T. H. WHITE



T. H. White, LIFE and *Time* correspondent in China, stands here with Major General Claire Chennault, commander of the China Air Task Force (now officially called the 14th Air Force). White, who is 28, comes from Boston, Mass. and went to Harvard. He recently spent two months living with Chennault's bomber pilots, flying with them all over South China on bombing missions. Of Chennault he says: "If you have to choose any single fact about the C. A. T. F. and say this is the central fact of its existence, it would have to be Chennault's genius."

Chungking (*by cable*)

I can't tell you the number of planes or personnel of the China Air Task Force. It's small—even now, the force we have in China is so small as to be negligible in any military account of strength. We have to defend from here almost half of China. We have to keep the air clear from Chungking and Chengtu as far south as the Salween River and as far west as Tibet. It is an unbelievable problem of logistics and tactics considering the fact that we are ringed around with enemy air bases on three sides of our positions, and that the enemy can put in the air against us anywhere from five to ten times our strength.

I can give you the figures on what we've done—we've destroyed over 150 enemy planes in the past few months. I can tell you what we've lost—we've lost *one* bomber in action, shot down in the Hong Kong raid. And we've had six fighters destroyed in action. We've had planes shot up on the ground, of course, when enemy numbers have simply wave-attacked us to exhaustion. We've had our planes come back holed and sieved by enemy anti-aircraft. We've had them come back bathed and stained in blood, and our men have died. But our planes have come back.

Strategically, the handful of planes out here has harassed the Japanese along a 5,000-mile front, has made such places as Canton and Hong Kong tremendous drains on the Japanese Air Force. It's unbelievable, some of the exploits we've conducted—we went over Canton one day and shot down 27 enemy fighters without losing a plane of our own. On that day we hit a Japanese supply ship hauling in assembly parts for the Zero assembly plant in Hong Kong. The Chinese told us that engines and assemblies for 500 fighters went down on the ship we sank.

It's almost funny the kind of planes we have out here. Some of our P-40's are the stuff the A.V.G. used to use. They're ancient rickety planes by now, and nowhere else are people fighting in that kind of machine. But we are. Newer P-40's here are being used for every purpose in the world—for fighting, for reconnaissance, for dive bombing, for level bombing, for strafing. Colonel Scott, the chief of our fighters, says that when they make the P-40's watertight, we'll use them as submarines too.

Sometimes we read in the papers from the States about the marvelous P-51's and P-47's that are just pouring off the assembly lines. It reads good. When the war's over we expect to go back home



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CHINESE SOLDIER GUARDS AMERICAN P-40'S. CHENNAULT CAN OPERATE WITH HALF USUAL GROUND PERSONNEL BECAUSE CHINESE WILLINGLY SERVICE PLANES, DO THE DIRTY WORK

and see them in the museums. Meanwhile everyone here makes the most of what he's got. The P-40's were outdistanced by the Zero long ago, but we got some aluminum fuel tanks to attach beneath them as auxiliaries and they work well. That's why we can fight over Hong Kong and Canton, and go on fighter sweeps in Burma.

Our bombers are okay—B-25's—the most solid, sturdy bombers ever built. The Japanese had a wobble gun in their bombers. So Captain Elmer Tarbox, one of our bomber pilots, decided we should have one too. We built and designed our own wobble gun in the tail of the B-25 and now our tail has a sting in it. That wasn't enough though; we experimented a bit more and plugged some gun muzzles in the nose of the B-25. That worked well, so now every bombardier has a gun too. We sling more lead from our formations than any other medium-bomber outfit in the world. We sling it from above, behind, underneath and in front.

You ought to see one of our formations going over the target. I've been on five raids now and I still can't get over that insane thrill of exultation when the flight heels over as one plane, so close we can almost spit down on our wing man, or "low Joe," and every gun on every angle is laying down a screen of fire all about us. It's suicide for the Japanese to close in on us. We always get more than our share. But the Japanese keep closing. They're the original suicide boys.

That's the Force. It's one of the most magnificently tempered instruments America has ever produced. It's a precision tool for precision bombing, as accurate as a death-dealing micrometer. But a tool is only a tool. It depends on the guy who uses it. And the man who wields that tool is General Chennault.

I don't know whether Chennault is a great strategist or not. But I think he's the greatest air tactician of this war. He's a guy who doesn't talk much, but thinks and thinks and thinks. He used to sit under the trees in Chungking during the great raids of 1939 and 1940 and watch those Japanese come over day after day, and figure out just how they could be hit and hurt. When he had it figured out, he went back and organized the A. V. G.'s and hit them and hurt them. He figures out plane specifications on paper and translates those specifications into tactics.

He thinks in terms of what the Japanese think, and makes them jump first. He outwits them. He took those old P-40's of the A.V.G. and modeled his tactics to fit their specifications—the dive, the single pass, the straight getaway, and then come in for more. Don't dogfight, don't climb under them, come in from the side. Chennault says that if he had the Zero in his command, he could change his tactics and fight the P-40 in the enemy's hands and come off even better than he's doing now.

Mobility, of course, is the touchstone of military genius. And mobility is our forte out here. With maybe ten major centers that require fighter protection, Chennault manages to have his few fighters everywhere they're needed whenever they're needed. When you go on a party with Chennault it seems that you skip down through half the bases of Central China. You're in to your striking base, you hit, and then you're out again. He flicks his bomber force around like you'd flick a whiplash. Flick and back, flick and back.

We start out somewhere in the mountains and hop down in the night or the early morning. The Chinese are ready for us at the striking base. The dawn comes up from behind us and the hills and mountains are like cut black paper silhouetted against the growing light. Before you know it, the squadrons are gathering. The airfield is empty in the morning. Then you hear a buzz. Maybe it's Colonel Scott who usually comes in first, and he slips down onto the field with the flourishing landing he likes to assume. Then zingo, more P-40's, a few culled from each base, all of them in for the party. It's fun watching a party start. You get the old hands, the veterans of four or five months. Tex Hill and Eddie Rector, and Major Allison and Colonel Scott. And maybe four or five green kids in for the first time on a big show, standing around waiting for the bombers, listening to the big shots talk, everybody hoping like hell he can paint a Japanese flag on his ship when the show is over. Then the heavy drone of the bombers and the big stuff comes floating in.

Nobody knows what we're going to sock except General Chennault and maybe the chief of the bombers or fighters. Chennault crouches up there under a rock ledge or in a cave on the hillside and looks at the field. He talks to his bomber chief and his fighter chief, all of them crouching Chinese style on their haunches in the open and nobody can overhear what they're saying. It's only when the motors are turning over that we get the final briefing that tells us where we're going. We hit for four or five days, hit all around the compass, and then suddenly the field is empty again and we're back in the safe bases in the rear among the mountains, deep behind the net. The Japanese call this

CONTINUED ON NEXT PAGE 

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# A SPECIAL PREPARATION FOR SHAVING

## FOR THE 1 MAN IN 7 WHO SHAVES DAILY

### It Needs No Brush Not Greasy or Sticky

**Modern life now demands at least 1 man in 7 shave *every day*—and men in service must get clean shaves, too. Yet daily shaving often causes razor scrape, irritation.**

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like "vanishing cream"—not greasy or sticky.

**SMOOTHS DOWN SKIN**

You first wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin.*

**ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY**

For men who must shave *every day*—doctors, lawyers, businessmen, service men—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

**SEND FOR GUEST-SIZE TUBE**

If you want to try Glider right away, get a regular tube from your dealer. If you can wait a few days, we'll send a generous Guest-Size tube for a dime and any used metal tube. It is enough for three weeks and is very handy for traveling.

On this test we rest our case entirely—for we are positive that Glider will give you more shaving comfort than anything you've used.

Send your name and address with ten cents and a used tube to The J. B. Williams Co., Dept. CG-01, Glastonbury, Conn., U. S. A. (*Canada:* Ville La Salle, Que.) Offer good in U. S. A. and Canada only.




**Chief of fighter pilots** in China was Colonel Robert Scott of Macon, Ga., a lone-wolf ace whom his men loved. Scott now commands a school for fighter tactics in Arizona.

## CHINA AIR TASK FORCE (continued)

guerrilla stuff, and their radio gripes like hell because we won't stay and fight. But it works, boy, how it works.

There's probably less red tape in this war area than any other under our flag. The red tape is catching up with us now, forms we have to fill in for Washington, paper work that's beginning to accumulate. But this is the way we work: we sit around the staff office and the bomber chief says to the fighter chief, "Let's go down next week and tear hell out of Hanoï." And the fighter chief says, "Can you give me four or five days till I get a few more ships in condition?" Then they get down and they really do knock the guts out of Hanoï.

### Like football coaches planning plays

I get a big kick out of seeing men as young as myself organizing such spectacular demonstrations of arms. Take the squadron leader of our outfit, Lieut. Colonel Ed Basye. Basye is only 28 years old but when he takes that flight over the target he's responsible for the lives of some 70 men. He looks over the photographs the reconnaissance men bring in and picks out what he wants. He calls in Stout and they plot the target. They send up to barracks and all the boys are in the shack in an hour or so. It's like a football session. The guys crouch low on their haunches or stand around chewing gum and Ed gives them the dope—just as if he were the captain handing out the other team's trick plays and telling the boys how they are to work a spinner, who takes the ball, who does the blocking and who receives the pass. That football simile is one I like very much. Chennault would be the head coach. Colonel Vincent is chief of staff—he's only 28. He'd be the assistant. Butch Morgan, who is A-2 for bombardment, would be line coach. Colonel Scott, who commands the fighter group, would be backfield coach. The squadron leader is captain. The coach works out the plays on paper and talks them over with the other coaches. Then the boys work them out.

What I like, too, is the whole pictorial quality of the operations. There's the alert shack. In one end is the operations room where Basye and the operations officer sit, and the two sergeants with the single telephone. The squadron library is there with twelve books and half a dozen ancient magazines. That's the place where the boys do their real serious strategic bulling—where they wonder what's cooking in Burma, how to hit the Japanese, why they missed on that last run, what the hell the score is in Libya. The alert crews are there from before dawn every morning till after dusk. There's a phono-

CONTINUED ON PAGE 80




*Debutante... 1943 style... she stays sweeter with NEET*

**Stay Sweet... Get NEET!**

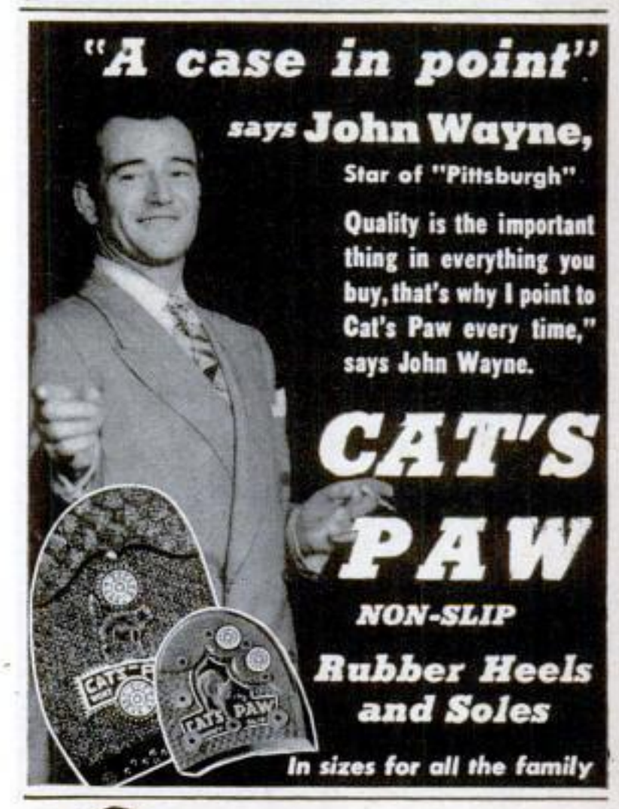
NEW NEET Cream Deodorant is *answering the call to arms*...the arms of thousands of war-active women who need *more than ever* the effective protection to daintiness that only a fine deodorant such as Neet can assure.

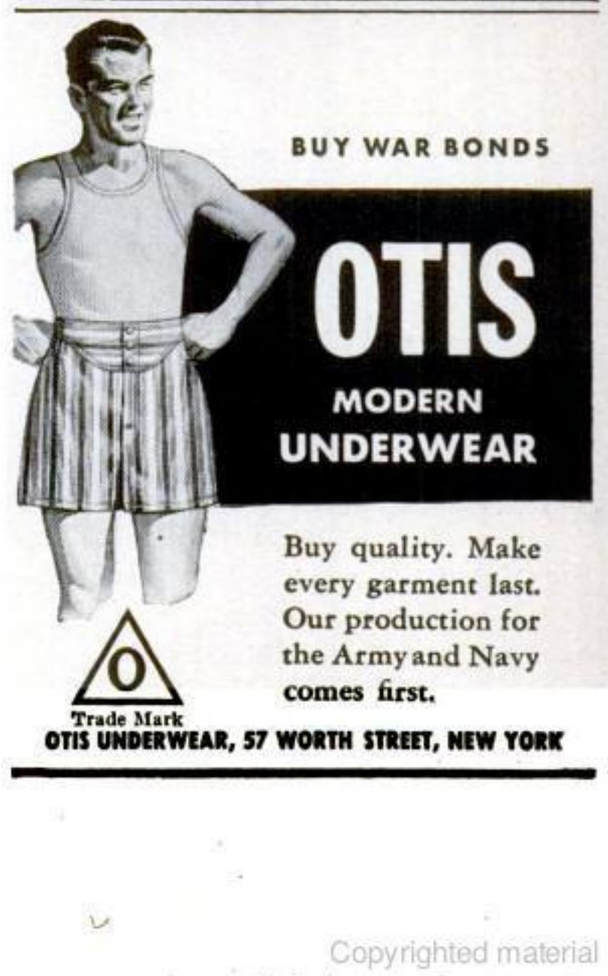
New Neet Cream Deodorant quickly stops perspiration and underarm odor from one to three days. This fluffy, stainless, greaseless cosmetic type of cream applies easily and vanishes almost instantly. Makes arms dry and odor-free. Will not irritate normal skin or injure clothing.

Try New Neet Cream Deodorant today! Won't dry in jar. 10¢ and 29¢ sizes, plus tax.

KEEP NEAT WITH...



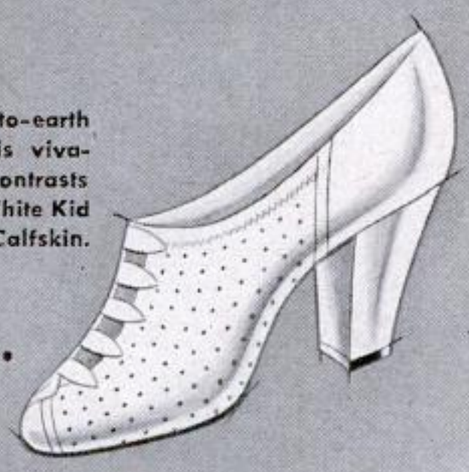







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# "Go" Places with Vitality Shoes



**IVY** • Down-to-earth comfort in this vivacious slip-on. Contrasts rich Crushed White Kid with smooth Calfskin.

## Sun Out . . .



**FANYA** • Cloud-cool comfort with this fine-fitting White Calfskin. Breezy perforations.

## MOON OUT . . .



**FERNE** • Flirtatious sandal in long-wearing White Calfskin. Famous Comfort last.

## Blackout



**MYRA** • Breeze-cool, featherlight pump in rich White Suede. Flirtatious bow, smart heel!



**PHILLIS** • Trim Goodyear Welt worker tie in smooth White Kidskin. Restful with Vitapoise Feature.




*Help Uncle Sam!*
*Buy U. S. War Bonds and Stamps*



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## CHINA AIR TASK FORCE (continued)

graph in the corner and it plays and plays. The needles are old and the records are old and scratchy. They play mostly *Bless Them All* and *In the Valley* and a few Dinah Shore vocals. There's no classical stuff, but nobody seems to ask for any. There's no Maxine Sullivan and the boys would sure like to hear her. Sometimes somebody back home sends records but they're invariably packed so poorly that they're smashed. There are all sorts of boxes in the shacks and a couple of torn cots; somebody is usually sleeping on them. There are bulletin boards all around with all sorts of new orders and standing orders, and occasionally congratulations from General Marshall or General Stilwell.

The men who write the Army regulation books would be shocked if they could see the way the China Air Task Force dresses. The boys are dressed in old sweaters and old shirts, in woolens and in cottons, in any old kind of boots and sandals. Some of them wear Army sheepskins, and others wear native-cured leather jerkins to keep warm. A lot of the boys wear Chinese Army caps with the oriental visor that makes them look like peanut vendors. Some of the spick-and-span officers coming up from the rear accuse us of being dirty, filthy and unwashed. But there's no point in shaving every day if there are no girls around, and we take baths often enough to keep us healthy.

### We "sir" the men who deserve it

You don't stand up when the superior officers come in, not even for the higher brass, not even for a silver star. Once a party of winged colonels came in from the Inspector General's office. Some officious young captain yelled: "Attention" and everybody snapped erect, thinking it was at least General Stilwell. There was plenty of grousing when they found it was only a colonel. We salute when we think it's important and we "sir" the men who deserve it. General Chennault is treated with the same reverence by his men that the twelve disciples gave Christ. But he earned it. I'll bet ours is the only outfit in the world where you can find a sergeant asking his colonel if he can borrow the colonel's car to do a personal errand. And the colonel says yes.

It's that way for the boys all day, except for the raids which give them four or five hours in the fresh clean air. They play poker, red dog and cribbage. Money has absolutely no value in China. The country is so blockaded that paper money can't procure any sort of goods. The only thing you can do with it is send it home to your folks or play poker. I know one lieutenant who has sent home over $2,000 to his wife since he's been here. In some of the poker games they ante for $1 and raise for $5, and some games ante for $1 and have no limit. Oddly enough, the enlisted men play for much higher stakes than the officers. There are a few real players among the enlisted men who fleece the sheep by about the 10th of the month, and then settle down to cut each other's throats. One fellow, a master sergeant, has banked $7,000 in winnings since the war broke out, and is worried about his income tax.

To get back to the pictorial quality of this fighting—I don't mean the great scene of battle, the moment when the bombs are dropping and the guns are firing. I mean all the other pictures of life. There's the scene when you stand in the doorway of the shack and watch the boys, hunched up and bundled in warm clothes, walk out across the long field to the planes. You stand there in the shack with the phonograph playing and you see them split into groups of four or five, diverging across the field to the planes spread out in dispersion, and climbing in. Then you hear the motors sputter up or you see the crew sweating as they walk those propellers around. The jeep runs about among them to find out whether or not they're ready. When they are they trundle over that taxiway like awkward docile cattle

CONTINUED ON PAGE 83



**Ace Albert Baumler** of Bayonne, N. J. has downed German, Italian, Jap planes.



**Ace John Allison** of Gainesville, Fla. added two bombers to score in one fight.



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eighty-four planes in four waves, from 11:45 A. M. until 12:30 P. M. —forty-five action-packed minutes.

**Fight Way Through Air.**

Sweaty, begrimed pilots, guzzling canned grapefruit juice, told of fighting their way through five, ten and twenty Jap Zero fighters apiece, evading severe anti-aircraft fire and unloading their ammunition on two Jap carriers of the Shokaku and

(NEW YORK SUN, NOV. 9, 1942)

## —so don't feel too bad about missing your glass this morning!

Our pilots guzzled canned grapefruit juice between dogfights with the Japs? You bet your life they did! That newspaper clipping on the left is no *advertisement;* it's a true eyewitness story of our slugging airmen knocking clouds of Zeros out of Pacific skies.

*Countless* cans of grapefruit juice are shipped to our fighting forces, to fortify their bodies with "Victory Vitamin C!" For Florida citrus fruits are a veritable gold mine of this vitamin needed for strong tissues, blood vessels and bone. It's a vitamin needed daily by every one — young and old.

If you can't get canned grapefruit juice today — better luck tomorrow At any rate, let's be glad these days that, on far off Pacific airfields, a supply of it — abounding in *Victory Vitamin C*—is ready to be "guzzled between dogfights!"

FLORIDA CITRUS COMMISSION • Lakeland, Florida

*So rich are oranges and grapefruit in vitamin C, that Uncle Sam has set aside most of the canned supply for the needs of the armed forces. Fortunately one of the juices — grapefruit juice — is so plentiful that a moderate amount is available for civilian use.*

Canned Florida **Grapefruit Juice**

BUY WAR BONDS

**RICH IN "VICTORY VITAMIN C"**

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Many expensive luxuries are gone, but the good, basic things remain—richer and more valuable still. The moments we enjoy with intimate friends, the quiet, unhurried hours spent in places we love, these are solid treasures to store in our memory. For millions of Americans their richness is enhanced by another of life's truly finer things, a glass of friendly SCHLITZ . . brewed with just the *kiss* of the hops, none of the bitterness.

*Happy Swallows!*
*No bitterness*



*Just the KISS of the hops . . .*




Schlitz

— all of the delicate hop flavor — none of the bitterness. Once you taste America's most distinguished beer you'll never go back to a bitter brew. You'll always want that famous flavor found only in Schlitz.

*In* 12-oz. *bottles and Quart Guest Bottles. On tap, too!*

*Copyright 1943, Jos. Schlitz Brewing Co., Milwaukee, Wis.*

THE BEER THAT MADE MILWAUKEE FAMOUS

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DON'T let aching, nerve-rasping corns slow you up! Dr. Scholl's Zino-pads speedily relieve your misery from corns and gently remove them—*while you carry on!* Instantly stop tormenting shoe friction; lift painful pressure.

*NOTE:* If corns have formed, use the separate *Medications* supplied for removing them. The pads alone will give you immediate relief and prevent sore toes, corns, blisters from new or tight shoes—another advantage of Dr. Scholl's Zino-pads over old-time caustic liquids and plasters. At Drug, Shoe, Department Stores and Toilet Goods Counters.

**Dr. Scholl's Zino-pads**

**FEET HURT, BURN?**



*Dr. Scholl's Foot Balm* quickly relieves foot discomfort caused by exertion. Soothing, refreshing. *Send it to the boys in Service.* 35¢

RELIEVE NEURALGIA HEADACHES and MUSCULAR ACHES WITH QUICK ACTING "BC"



USE ONLY AS DIRECTED ON PACKAGE
10¢ and 25¢




*Arch your brows to beauty!*



• We know you'll understand if your favorite store can't supply you with the La Cross manicure implement of your choice. For the same skill that yesterday made La Cross implements America's finest, today goes into the making of vital surgical instruments for the armed forces.

*No. 1027 Tweezers*
*Non-slip, non-tug—50¢*

*La Cross*

AMERICA'S FINEST MANICURE IMPLEMENTS

*Schnefel Bros. Corporation, Newark, N.J. • Est. 1903*




**Insignia** of China Air Task Force is the flying tiger of Chennault's earlier A.V.G. unit, with addition of Uncle Sam's hat to show it is now part of U.S. Army Air Forces.

## CHINA AIR TASK FORCE (continued)

being shepherded along by the little jeep. Then the runway itself is clear for the mission and off they go, howling in full blast down the runway into the dust, up into the air, over old Baldy, our mountain landmark, over the lake and suddenly they're graceful in the air. They circle around the lake once or twice, get in formation and away they fly in terror and beauty. If you're not along on that mission, you feel confused and sad, and left behind.

Night flights are the most beautiful of all. The great blue arc lamp on the field makes everything a ghost scene, the planes silhouetted against them, the incandescent orange-white exhaust, the red and green wing lights they use to make formation. It's the most aesthetically satisfying thing I've seen in the past five years; and I've seen everything from Javanese dances to Angkor-Vat at sunset. You have to see the way the red tracers light up the night to understand beauty.

A lot of bombings take place that are not quite according to regulations. In the early days the tail gunner used to carry a sackful of small fragmentations. He was supposed to drop them when he got the signal from the turret gunner who was watching the main bomb bay. On one flight a tail gunner was kicked in the shoulder by the turret gunner, and thinking it was his signal, he released his bombs. The turret gunner was very angry—he had kicked the tail man only to have him close the hatch through which a frigid blast was blowing. But a few weeks later an intelligence report came through congratulating the flight on the extraordinarily precise bombing of a barge load of Japanese soldiers in the river. The bombs had dropped directly on the barge and sunk it.

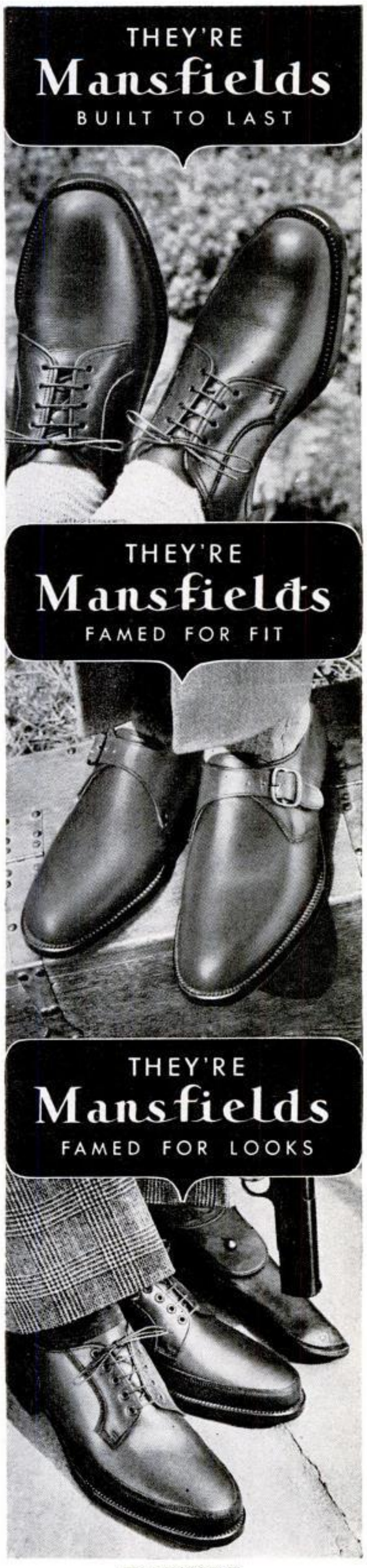
### War as a substitute for sex

I think maybe war is a substitute for sex. It is the only comparable release from tension. It's just that gun throbbing beneath you, or the feel of the bomb switch or the roar of the engines—it beats into you elementally with all the rhythm of life itself. Sex is a hell of a problem out here, especially on a dull week when there's nothing doing. A surprising number of the married men are continent. They just believe in being faithful. That may be because they're in China, where syphilis is rampant and there is no companionship with English-speaking girls.

It's the A.V.G.'s who made things difficult here for the rest of us. The A.V.G.'s were young Sir Galahads in the air, but on the earth they were truer to the American pattern. They used to have lots of fun. Once they went into a Chinese play, and in the middle of it they raided the stage and carried off the leading lady. When they evacuated Rangoon, they evacuated six Burmese girls with them. They got as far as one little Burmese village and one of the boys decided to marry his girl. According to American law, the mayor of a town has the right to perform marriage ceremonies, so they all got together and decided to elect one of their number mayor of the village. And right then and there the newly elected mayor spliced the couple. Well, what with one thing and another, the American boys here got the reputation of being just a little bit eager. Chinese parents are afraid to let their daughters go out with them.

Yet the relations between our men and the Chinese are really wonderful. You drive a jeep downtown and all the little Chinese bare-

CONTINUED ON NEXT PAGE





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Westminster
AMERICA'S FINER SOCKS



These are the men all shaven and shorn
Who went to church on Easter morn
Who wore the socks
With stripes or clocks
That fit their feet
And looked so neat
They even made the Easter bunnies
Notice that their socks were honeys.



This is the lad (and he's *not* forlorn)
Who shined the shoes on Easter morn
That belonged to the men all shaven and shorn
Who wore the lisles
That walk more miles
And set the styles
That even please the fussy spinsters—
They're the men who wear Westminsters.



Westminster
AMERICA'S FINER SOCKS

## CHINA AIR TASK FORCE (continued)

bottom kids run out yelling "Okay, okay." Our boys play with them and give them money and the kids just love them. The Chinese sentries and our boys get along perfectly. Our boys have learned two words, *Ting hao* and *Hae*. The boys like the sentries and the Chinese troops are proud as hell to be guarding our airfield. For fun, one day, one of the boys tried to get a Chinese soldier to pose with his bayonet attacking an American pilot. The Chinese was insulted. He wouldn't take any such pose. "*Bu Hao*," he said, "*Mei-kuo shih peng-yu*." (Not good. American is friend.) Our boys have learned a couple of other expressions: they know that they are *Mei-kuo jen* and they yell that too at the Chinese sentries. The local brew is always called *Chin-Pao* juice (*Chin-Pao* means air-raid alarm), whether it's yellow wine or *Maotai* or *Kaoliang* or the fierce local brew they make down South of anisette that tastes like absinthe and leaves you with a head bigger than a cockpit.

Life in China is full of minor inconveniences. This is the end of the line of American dispersion and we get what's left. The men feel that they are forgotten. There are no magazines or books for us. It would be the easiest thing in the world to get a few copies of fresh American periodicals up here, but they never get over the hump. One or two of the shipments have bothered the boys very much. There was one consignment of wave-set oil that puzzled them considerably.

The food is damned good for China, but it's not what the Americans have been accustomed to. The coffee is rotten, and there is no beer. There is no American toilet paper and, as one colonel said to me: "Anybody only has to use this Chinese toilet paper once to know what we're fighting for." The boys up in China have been standing alert and on duty for eight or nine months and some of them have not had a single furlough. A man who goes out on mission day after day has to have a break from the nervous strain; and they aren't getting it. In other war areas such as Libya or India or Australia, the men get down to a big city every few months, but not in China. Nobody wants to spend the war in Delhi. But the tales of the pleasures of the Headquarters at Delhi (The Delhi Per Diem Club) filter through and make the boys green with envy.

### "The bomb bounced out among us"

War is death, and no matter how dull, dirty or dangerous your work, death is always just around the corner. It's only in Hollywood that all our bombers return safely. Sometimes you have a narrow escape and you laugh about it for weeks. For instance, when I was coming home from the Hanoï raid, we had particularly rough weather crossing the hump. All our bombs hadn't cleared the run, and there was one beautiful live yellow fragmentation that we didn't know about bouncing around in the bomb bay all the way home. When we got back to the airfield somebody just casually pressed open the bomb-bay door, and out bounced the frag on its nose right among us. We all laughed like hell. But that's nothing. I imagine for every man killed in war there is at least one more who had an escape as narrow as that. There are fellows who dove planes through ack-ack with bullets passing between the back of their neck and the seat plate. There are fellows who just bent down over the bombsight and the bullet passed precisely through the pane of plexiglass where their head was a moment before.

There are guys who have done better than that. There was one fellow who was hopped by two Zeros simultaneously. He dove out in a power dive, leveled off over a Chinese water ditch with his plane burning, still pursued by the Zeros. His plane speed was slowing down and there was no chance of getting away. He was only about 200 ft. above the ground so he jumped out of the plane, which was doing about 200 m.p.h. He landed in the water ditch, believe it or not, with only simple bruises. To be perfect that story should wind up with "he lived happily ever after." But the next week he was killed in action.

They do get killed. We bury them, when we can find their bodies, in an old Chinese cemetery near the main base. That's the only occasion besides the decoration ceremonies for which the boys dress in full uniform. It strikes you very sharply how handsome these American boys are when you see them clinging on those rugged bumpy trucks, riding out to the ceremony all dressed in sharpest regulation. There will be a firing squad standing beside the flag-covered coffin. While the Chaplain is reading the service there will fly overhead a perfect formation of our bombers—sinister, black and low in the sky, in perfect diamond bombing pattern, droning like the toll of doom. Then there is the volley and we all salute. And then the Chinese trumpeter, dressed in ragged puttees and soiled Chinese uniform, puts his bugle to his mouth and blows taps. It goes on a

CONTINUED ON PAGE 86

ENO·ENO·ENO·ENO·ENO
FOR A FAST COME-BACK
Feel bright! Fresh! Full of pep tomorrow! *Every* tomorrow! After late hours or overdoing it in food, smokes or drink, just take a dash of sparkling, effervescent Eno in a glass of water as directed. Helps overcome ordinary sluggishness, acid indigestion. Tastes wonderful! Buy 30¢ size today, all druggists.
ENJOY LIFE WITH ENO
...THE REALLY PLEASANT SALINE
FIRST THING IN THE MORNING
ENO
WHEN NEEDED



*VERONICA LAKE—Star of Paramount's STAR SPANGLED RHYTHM, finds her canary has rhythm, too.*

This Hollywood hobby can brighten *Your* home!

All Hollywood, all America, is finding new joy in owning canaries. It's fun, say the stars, just watching these perky little birds, while hearing their golden-throated singing is sheer delight! Why not "go Hollywood" in *your* home with one of these easy-to-keep, inexpensive little pets? And—another tip from the stars—let French's help *keep* your canary a healthy singer!




OWN A CANARY...*THE ONLY PET THAT SINGS!*

CLICK!
Enders shaving's easier. Just click blade in and go.



QUICK!
Enders modern design streamlines your shaves—saves time.



SLICK!
Enders *twice-thicker* blade can be *stropped* many times—to keep 'em shaving—and smoothly!



Enders users—Save steel. Send $1 for Enders Stropper.

ENDERS *SPEED* SHAVER
DURHAM-ENDERS RAZOR CORP., DEPT. A, MYSTIC, CONN.



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*FROM COLLEGE TO WAR INDUSTRY—* Phylis tests tensile strength of fabric that will be turned into parachute bags, tents, summer uniforms for the armed forces. She is one of 6 carefully selected college girls being trained in a big Textile Company to replace young men called to the services.

## *Phylis Gray*

Another charming Pond's engaged girl—daughter of Mr. and Mrs. W. Henry Gray of Great Neck, New York. Her engagement to Ensign Allen Hughes Jones of Chevy Chase, Md., now with the United States Coast Guard Reserve, was announced September 15th. It was an announcement without the groom-to-be who was stationed on the West Coast, and could not get a long enough leave to come East.



*PHYLIS AND ALLEN ARE SAILING ENTHUSIASTS.* Her blue-green eyes are changeable as the sea. Her soft-smooth Pond's complexion has a delicate, rose-fresh beauty.



*HER RING* is exquisite—a shining solitaire with 3 smaller diamonds deep set each side in the platinum band.

# She's Engaged!

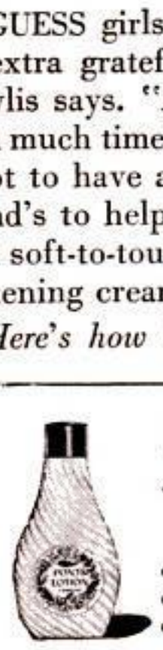
## *She's Lovely! She uses Pond's!*

"I GUESS girls all over the country are feeling extra grateful for Pond's these busy days," Phylis says. "A war job certainly doesn't leave you much time for fussy beauty care—so it means a lot to have a luscious, soft-smooth cream like Pond's to help keep your face bright and fresh, and soft-to-touch. It's the *grandest* cleansing and softening cream I know."

*Here's how Phylis uses Pond's for soft-smooth cleansing!* She slips Pond's Cold Cream over her face and throat and pats—gently, quickly, to help soften and release dirt and make-up. Then—tissues it off well. She "rinses" with more luscious Pond's for extra cleansing and softening. Tissues it all off again. "It's a joy," Phylis says, "how made-over my face feels!"

Use Pond's as Phylis does—every night, for daytime clean-ups, too! You'll *love* it. And you'll soon see why war-busy society beauties like Mrs. Nicholas R. du Pont and Mrs. Elliott Roosevelt are Pond's users—why more women and girls use Pond's than any other face cream.

At beauty counters everywhere—all sizes popular in price. Ask for the larger sizes—you get even more for your money.



***FOR ENGAGED HANDS***

*. . . the lovely new* **POND'S LOTION** (Danya)

Pearl-glowing creaminess blended to:
- soften hands in one application
- give busy hands a whiter, sweeter look
- relieve irritated chapping quickly






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**Pets are Tough on Floors and Rugs—But Tavern Home Products make your Job Easier!**

**TAVERN LIQUID WAX**

Recommended for all wood and linoleum floors, woodwork, venetian blinds, and enamel surfaces. Polishes easily to a rich, durable lustre. Resists waterspotting. Also comes in paste form as Tavern Paste Wax.




**TAVERN RUG CLEANER**

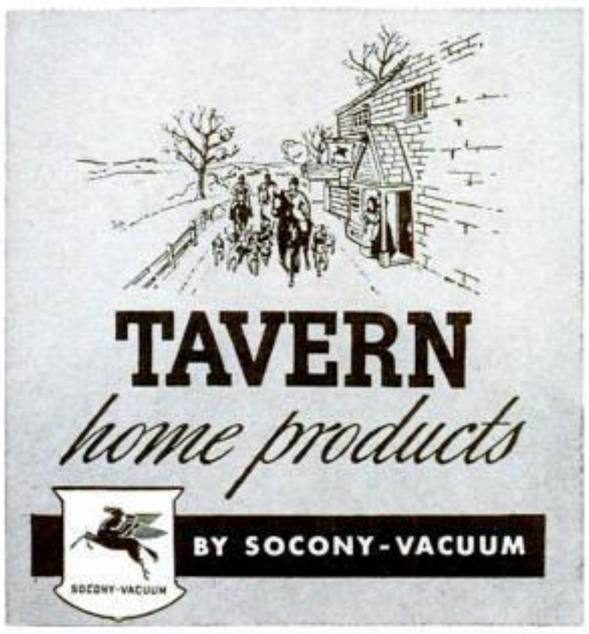



Cleans spots or entire rug. Excellent for upholstery. A special dispersing agent carries liquid coconut soap deep into the weave to remove dirt. Non-caustic, non-inflammable, will not injure finest fabrics.

Guaranteed by Good Housekeeping

**ALSO:** Tavern Non-Rub Wax • Tavern Window Cleaner • Tavern Candles • Tavern Paint Cleaner • Tavern Lustre Cloth • Tavern Parowax or Paraseal Wax • Tavern Furniture Gloss Tavern Electric Motor Oil

**Ask for these products at your favorite store**



**TAVERN**
*home products*
BY SOCONY-VACUUM




**Anxiously searching the sky** Chennault awaits return of two P-40's missing from battle that sent 29 Jap planes crashing. Colonel Cooper, Lieut. Grossclose are at left.

## CHINA AIR TASK FORCE (continued)

descending scale, not on an ascending peaceful scale like our own taps. It is a true dirge and very depressing.

Bomber pilots are different from pursuit pilots, I find. Bomber men are more steady, less volatile. They are usually more thickset, the kind of man who has a bay window when he matures. The pursuit pilots are thin, spare, light men. There are all kinds of pursuit men in this C. A. T. F. The greatest of them all was their commander, Colonel Robert Scott, who left just recently to take over a training field back home. He has a thick Southern accent that gets smoky with suppressed excitement when he is angry. He is full of jokes and stories and flourishes, even in the way he flies his plane. He is the lone-wolf type of pilot—likes to get out on his own and shoot up the field or break away from formation and head after that Zero in the corner which seems to be slipping away. His men are crazy about him.

### Stunting over Hong Kong alone

There is Lieut. Colonel Bruce Holloway—a crazy man, a perfect leader. Holloway is the kind of fellow who goes down to Hong Kong all by himself and stunts, zooms and buzzes all over the island for 15 minutes with no one to come up and accept his challenge. There is Grant Mahoney of California who got five on the ground in Java and the Philippines and four in the air. He has been sweating out his fifth plane now for two months, ever since he wangled leave to go back to a combat area. He is now our outstanding reconnaissance pilot and ranges all over Asia looking for game. He's had no luck so far—got one steam roller when he wiped out a Japanese airport a few weeks ago and one railway train when he blitzed the Burma railway a few weeks ago. That railway train bothers him when he gets tight. He complains that the train couldn't maneuver very well on those tracks to get out of his way.

There's another ace we have here who hasn't been mentioned much in dispatches but deserves all praise: that's Captain Baumler of Bayonne, N. J. "Ajax" is a real tough guy, and he's been fighting for a long time. He was one of the American volunteers who went over and fought for Loyalist Spain. He's one of the few American pilots who has had the extraordinary pleasure of shooting down German, Italian and Japanese planes. Ajax is the kind of pursuit pilot the bombers love—he won't leave formation for anything in the world, he sticks on the tail of the bombers he's escorting, come hell or high water, and will peel off only when they're being attacked.

And I mustn't leave out Johnny Allison from that list of heroes. Allison, Scott and Baumler are our three great aces in this war theater. They're all griped because they are administrative men and they can't get out and fight more often.

As a group, these C. A. T. F. people are curious. The top command is almost entirely Southern. The Southern mentality I find is essentially a combat mentality and a glorious one. I never knew much of the South back home, but the American consul here, Ludder, who comes from Massachusetts like myself, says, "I don't see how the hell we ever licked them."

Men from the South and the Far West seem to do best in individual,

CONTINUED ON PAGE 89


**SAFE RELIEF FOR TIRED, IRRITATED EYES!**

**Do your eyes** feel drawn and tingly . . . do they look red or bloodshot from close work, late hours, dust, or glare? Don't suffer another minute! Simply put 2 drops of EYE-GENE in each eye!

**See what soothing,** cooling relief you get within a few seconds' time!

For EYE-GENE is an eye specialists' formula . . . with an exclusive ingredient that makes it wonderfully effective—*quickly!*

**Try it yourself!** It's so easy to use. So inexpensive. Stainless, too. At drug, department and 10¢ stores.

**EYE-GENE**

2 DROPS CLEAR, SOOTHE IN SECONDS!




**MARLINS IN MOROCCO**
Because MARLIN BLADES are popular in the armed forces, we suggest—make *yours* last longer!
The Marlin Firearms Co.

**BUY MORE WAR BONDS**

**QUICK REPAIRS!**




**PLASTIC WOOD**

**No Grief with NEW LEG MAKE-UP**

If you had trouble making up your legs last year, by all means try the new, improved ARMAND Leg Make-up. Goes on in a jiffy; leaves flattering, satin-smooth finish; doesn't rub off. Economical, too. Research did it.

TWO TYPES
HOMOGENIZED LIQUID and CREAM



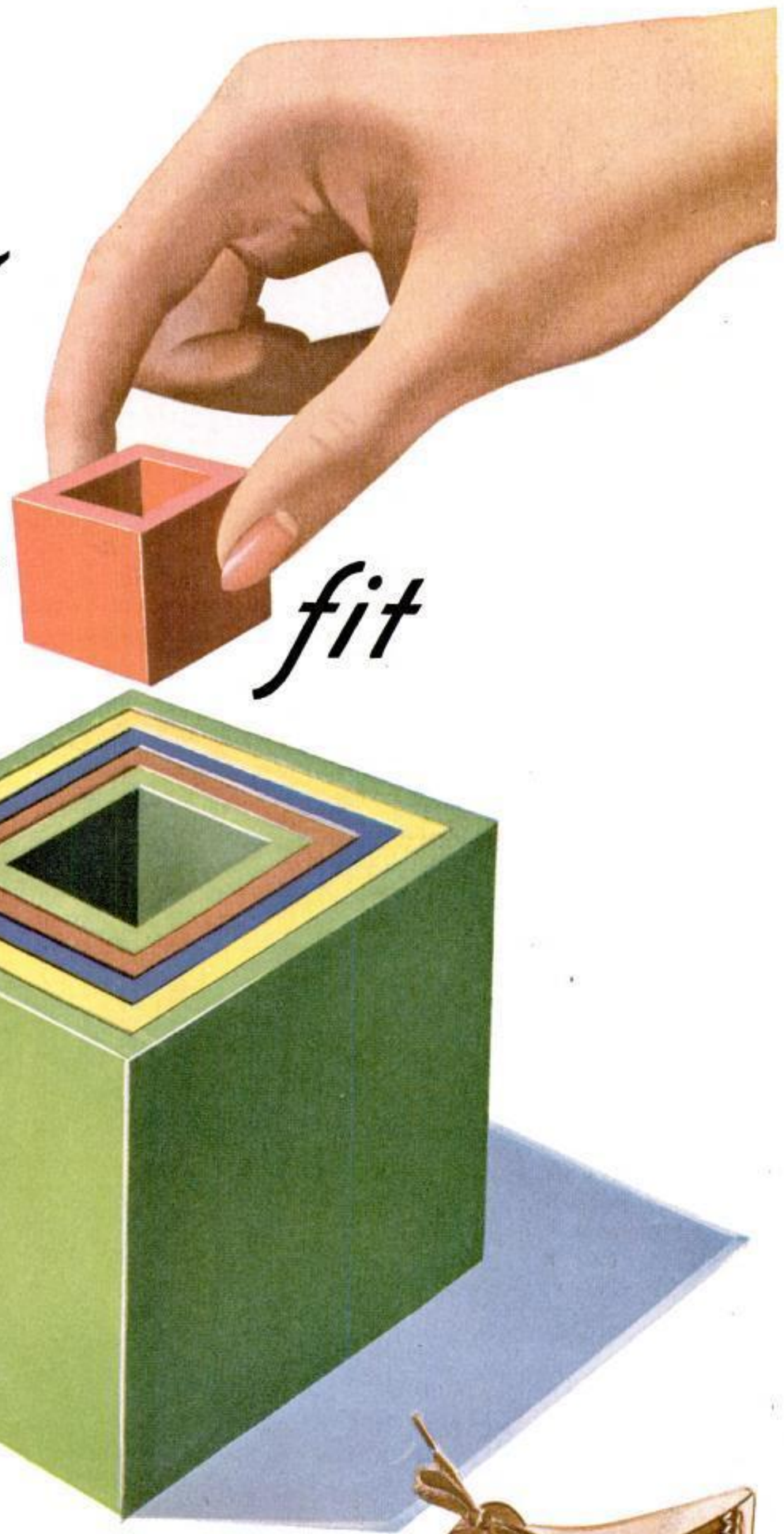
**ARMAND**



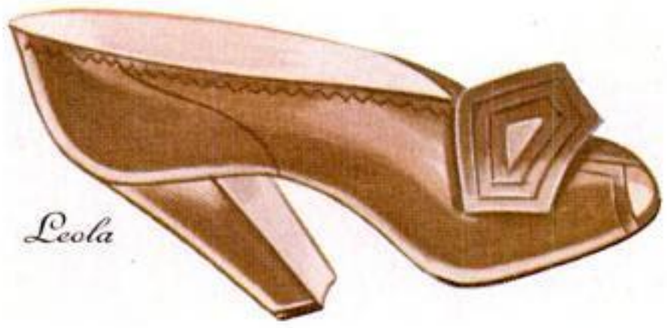

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# Naturalizer

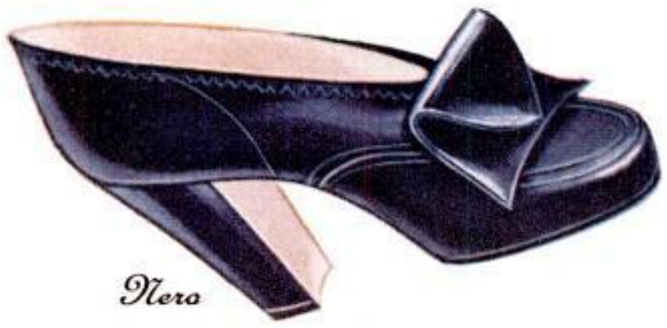
# The shoe with the beautiful fit



Naturalizer Shoes have always based their clean-cut smartness on beautiful fit. Now that shoes are rationed, this smooth, moulded fit (no slip—no gap—no pinch) has new significance. It means solid comfort for all your busy days ahead. It means good looks that last. See the simple beauty of the new Naturalizers at your Naturalizer store. Or write for name of near-by Naturalizer dealer. BLUE RIBBON SHOEMAKERS. Division of Brown Shoe Company, St. Louis.



*Leola*



*Nero*



*Knave*



*Sudan*



*Duncan*



*Co-Ed*

*Six Ninety-five* SLIGHTLY HIGHER DENVER WEST

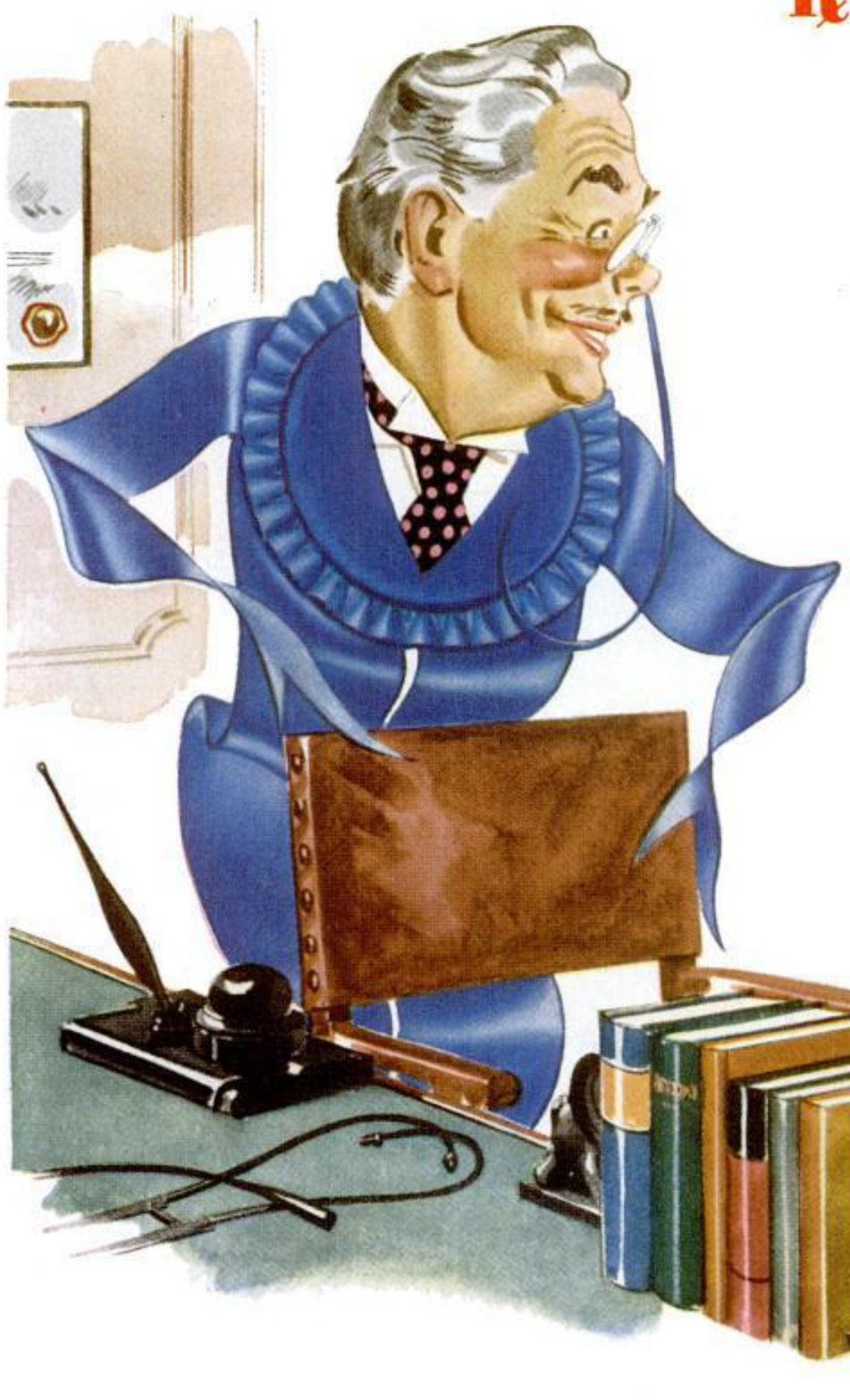
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# This is the Doctor



## *of* BLUE RIBBON TOWN

*. . . whose Wartime Prescription is worth writing down*



℞ "TAKE one or two War Bonds
in regular doses,
Keep calm and avoid
an unhealthy 'psychosis,'
Get plenty of exercise—
salvaging steel;
Be sure what you eat
is a *nutritive* meal;
Stay cheerful—yes, even
when paying your taxes,
And work with your neighbor
to help smash the Axis!"

**P. S.** May we add
to the doctor's advice—
Keep friendly Pabst Blue
Ribbon Beer on the ice,
For now more than ever,
this kindlier beer
Is a symbol of friendship
—a mark of good cheer,
It's *full-flavor blended*,
—which, we might explain,
Is the same method used
by the finest champagne.



*In standard 12 ounce and full quart size bottles. Also on draught at better places everywhere.*




THE best prescription for friendly companionship these days in Blue Ribbon Town, U.S.A. (your town—everybody's town) is a refrigerator filled with mellow Pabst Blue Ribbon Beer. To get that softer, kindlier taste, Pabst blends together no less than 33 fine brews into one great beer.

"Full-flavor blending," we call it—a Pabst process that enables you to enjoy in Pabst Blue Ribbon ALL the delicious taste tones of a "complete" beer. There is no finer, friendlier beer in all the world than Pabst Blue Ribbon.




Now More Than Ever
*A Symbol of Friendly Companionship*

## 33 FINE BREWS BLENDED
## *into One Great Beer*

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## CHINA AIR TASK FORCE (continued)

combat action. But the thing that bothers me most is the absence of the old Yankee type in this combat theater. I don't know what's become of them and it bothers me greatly because the shrewd cold Yankee mentality is one of our greatest military assets. I hope that our New England boys are doing well in England and Africa—they must be somewhere. The only New England boy I know of who is really turning them up is Barney Barnum. Barnum isn't just one of those boys who went to Yale, he is the typical "Yale man"—made the best clubs, rowed on the crew, and after his graduation joined the Yale Club of New York, of which his grandfather was a founder. Barney is a combative, aggressive man. Once he was sweating it out at a mid-China air base, trying to whip some P-40's into operative shape after they had been banged about, when there came an air alarm. Barney immediately took off in one of the planes he had patched up himself and engaged an entire flight of Japanese on his own. He broke up their entire formation and scored at least two probables. He got the DFC for that but Barnum says: "The hardest part of all was the fact that they came over before breakfast."

I think that the lack of the New England mind in the higher ranks of the Army is a great shortcoming. What we need out here is a group of trained analysts and economists to break down the structure of Japanese economics on paper and select our strategic targets with a view to striking at the few vital cords that keep Japan's industry bound together. Hit-and-run bombing is spectacular, but concentrated economic bombing, in co-ordination with the Board of Economic Warfare, would bring down the whole Japanese Empire sooner than anyone believes.

At present there is no great need of such an economic-intelligence general staff, for wherever the C. A. T. F. hits it is bound to hit something of vital importance. But what we need out here is a really major bombing concentration poised along the China Coast. The whole Japanese Empire is exposed to us from the rear, all its sea lanes lie under our threat. If only we had a few hundred bombers here and the trained men to select their targets, we could cause the Japanese Empire to collapse of its own weight.

One thing that really irritates the men here are some of those radio broadcasts and stray magazines from America—those pages and pages of advertisements of perfumes and French patisseries and sheer silk stockings. Whee! Those columns on where you can find good eating in New York and just how Lily Bell's at 49th Street makes the loveliest flaky crispy cuplets for strawberry and raspberry cream desserts turn our stomachs. But most fun is to see a picture of some society playboy at the races or at Palm Beach, dressed in gray woven-wool sports suit with a gray tie with light blue dots.

The commentators on the radio amuse us too—they always know everything. We get out and bomb Hong Kong and they tell us the strategic implications of it; the typewriter generals stink to high heaven out here. But the kind we hate worst of all is the guy who comes in over the air with a smoky reassuring voice telling us all that if only we can trade "plane for plane and man for man" with the Japanese, we will win because our capacity for replenishment is greater than theirs. They ought to see what it means to sweat a single replenishment over the hump to China—and they ought to meet one or two of the guys whom they want to trade off man for man. We definitely don't like this man-for-man stuff.



**At sound of air-raid warning** U. S. fighter pilots in China forget their isolation and boredom, dash for shark-faced P-40 planes and another flight to scatter invading Japs.


# Check your choice with Crosby...Zorina...Astaire!



**CROSBY?** You and Bing ride the same horse if you go for useful, yet unusual things. Those shirts he wears, for example. Or Regent's crushproof box, which Bing says is "like a custom made cigarette case ...keeps cigarettes in perfect smoking condition". Always firm and fresh!

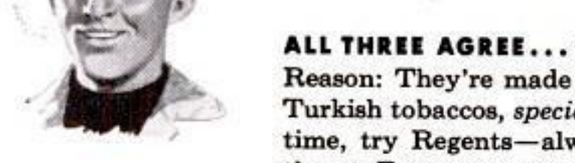
**ZORINA?** Vera's your partner in taste if you appreciate true mildness in a smoke. This famous danseuse, who used her first earnings to buy a baby carriage for her doll, says: "Regents are delightfully mild!" Right—always so gentle to your throat!



**ASTAIRE?** Fred, a tireless perfectionist, believes in giving his audiences the most for their money, also likes getting the most for his. If you do too, you'll agree when he says: "Regent's King Size makes real sense to me! It means top value —a cigarette that's over 20% longer."





**ALL THREE AGREE...** that Regents are better tasting! Reason: They're made only with choice Domestic and Turkish tobaccos, *specially selected* for finer flavor. Next time, try Regents—always so mild, so gentle to your throat. Regents cost no more than other leading brands.

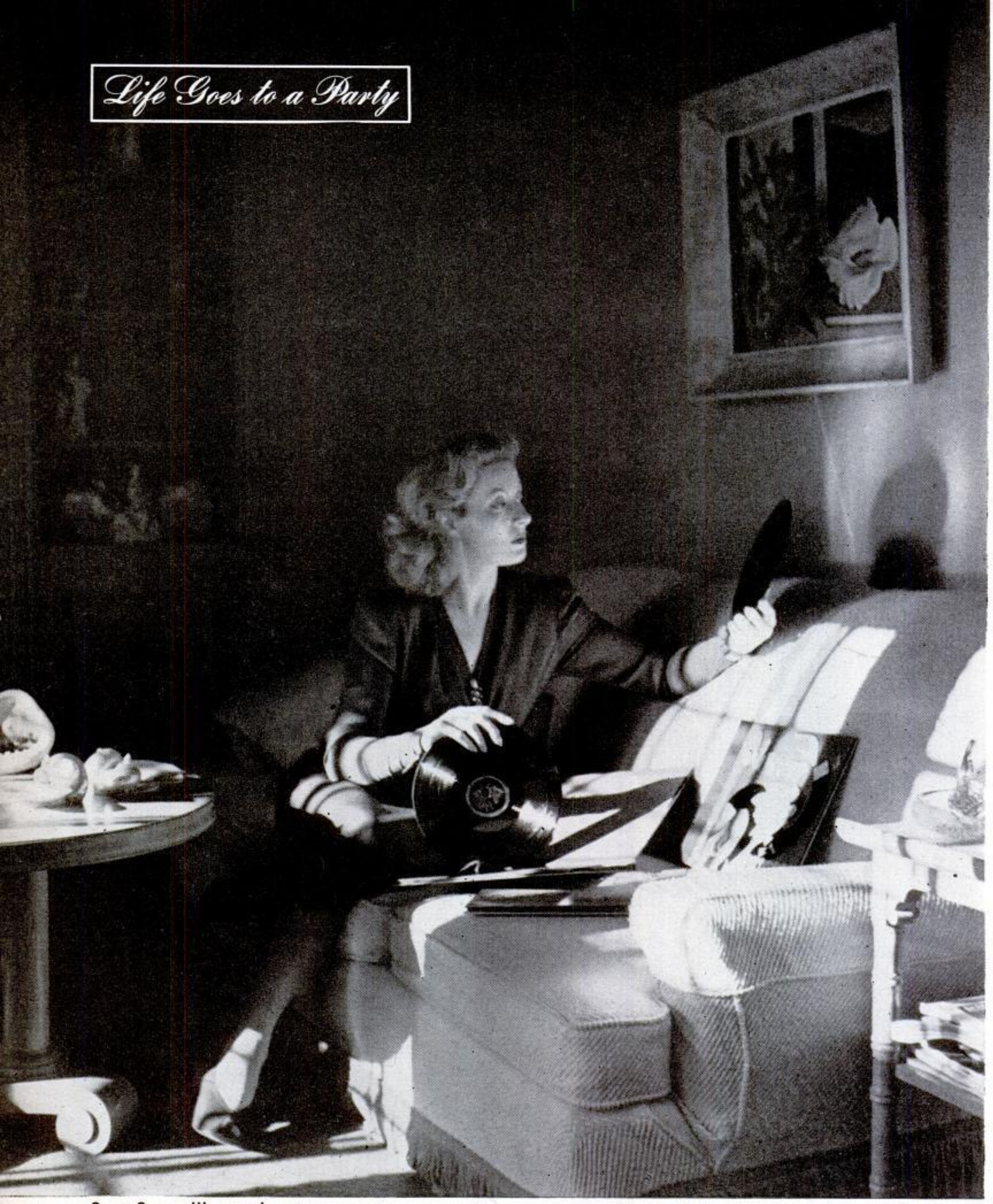
*Quality tobaccos...Multiple Blended make* **REGENT**

*The milder, better tasting cigarette!*




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*Life Goes to a Party*



# *Life Calls on Greer Garson in Hollywood*

## The winner of 1942 Academy Award is now the top lady of the screen

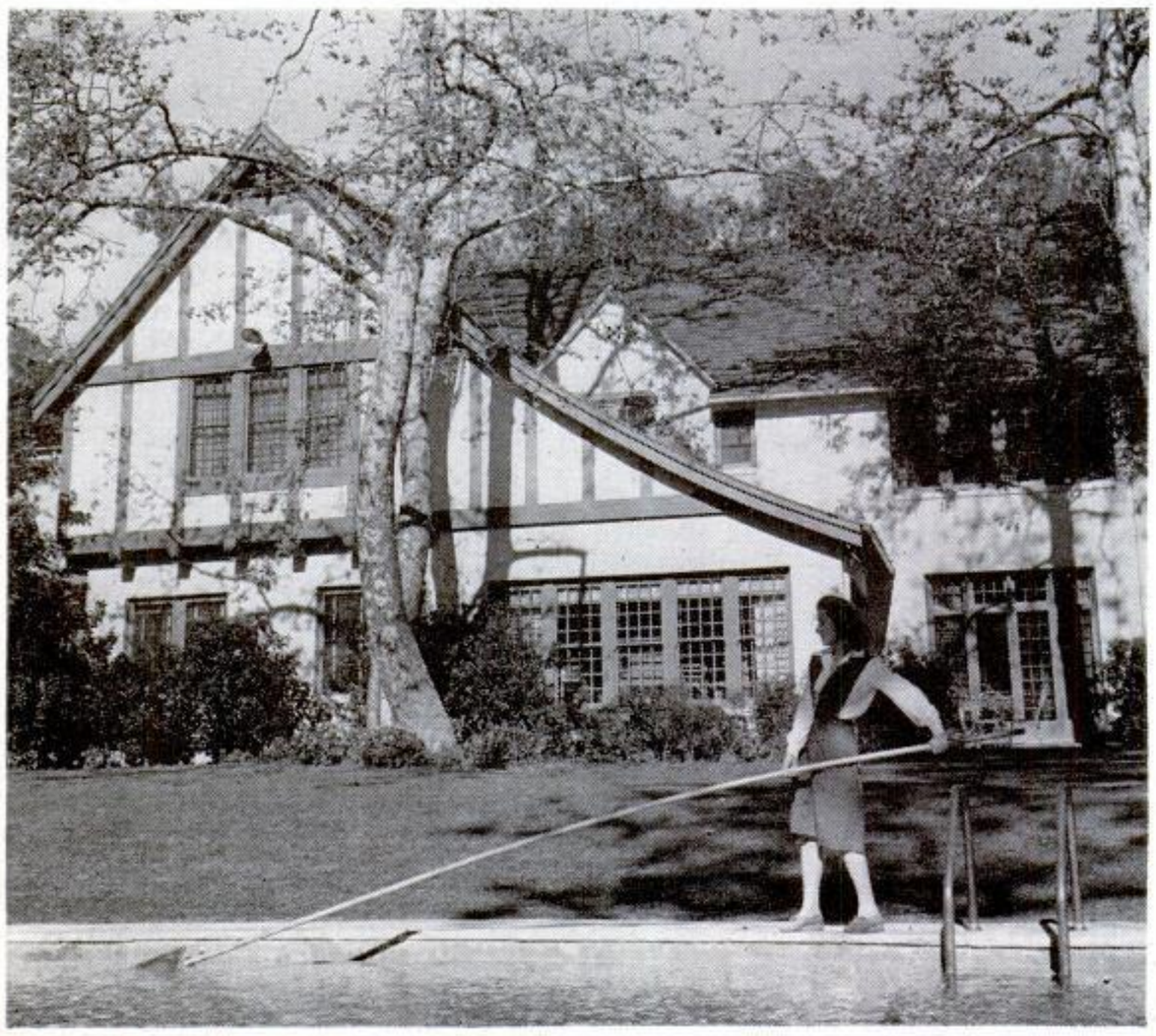
A few weeks ago Greer Garson was given the 1942 Academy Award "Oscar" for her acting in *Mrs. Miniver*. Two weeks ago Miss Garson was moved into the dressing room which Norma Shearer used to occupy on the Metro-Goldwyn-Mayer lot. Right now Miss Garson is playing the lead in *Madame Curie*, a part any serious movie actress would gladly give a dozen swimming pools to have. Adding all these together, Hollywood now considers Greer Garson the top lady of the screen.

Shortly after she won her Oscar, LIFE called on the screen's newest top lady. Miss Garson lives in a comparatively unpretentious place in Bel Air, Hollywood. There she has twelve rooms, four acres and a small pool. Greer Garson herself has flaming red hair, green eyes, handsome legs and a good mind. Back in England, she won a college scholarship when she was 16, graduated with a B. A., and was on her way to becoming a successful research executive in London when she became an actress instead. A hit on the London stage, she was brought over to Hollywood and ignored. Just by chance she got a crack at the part of Mrs. Chips in *Goodbye, Mr. Chips*. From then on she moved up.

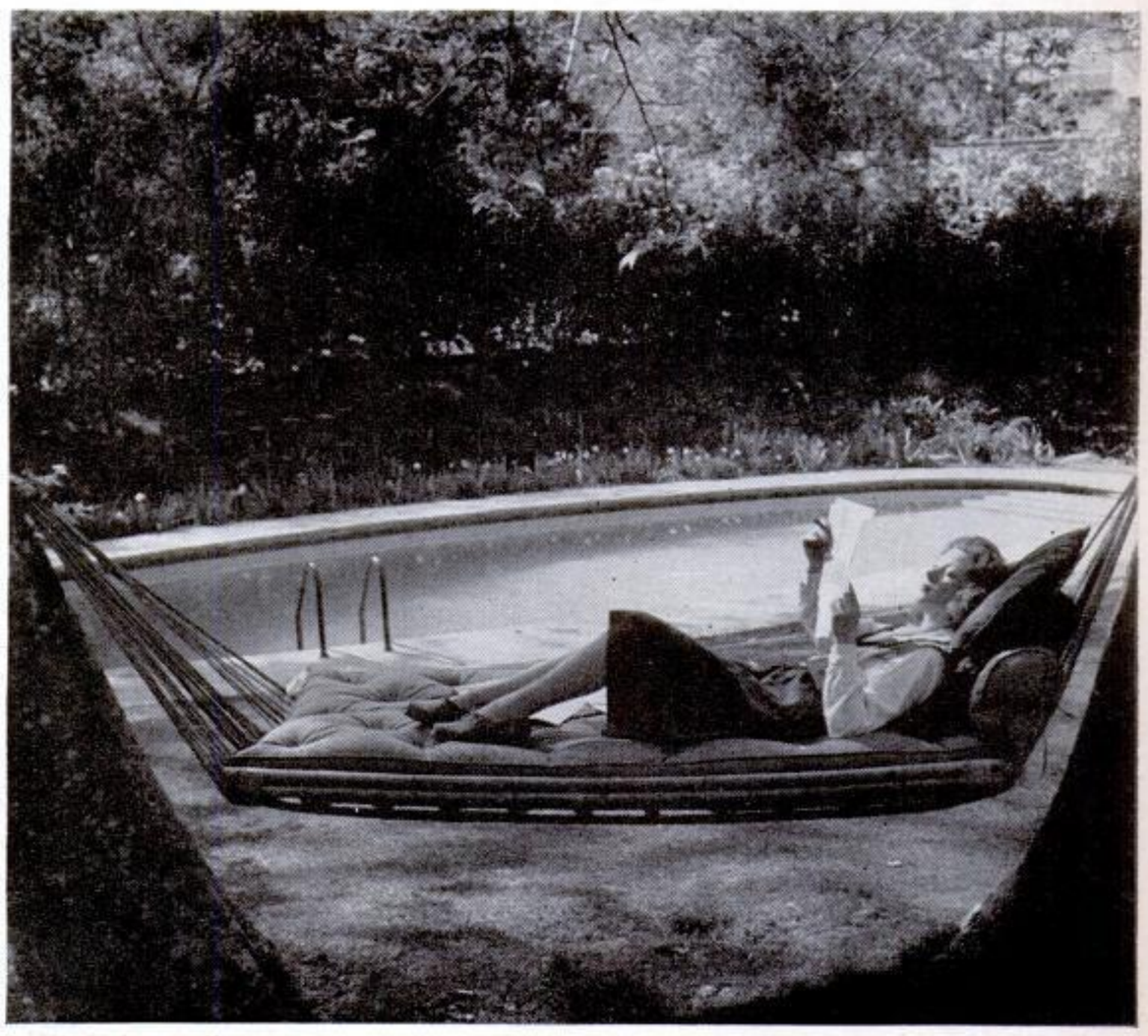
Greer Garson rather puzzles Hollywood, which is easily puzzled. Like most movie figures, she is a showoff but in a breathless ladylike way. She is articulate, well-read, witty and ambitious. She drives directors mad by worrying about her parts, but directors like her because the parts come out fine in the end.

Miss Garson lives quietly with her mother. Unmarried, she recently took out a license to marry Actor Richard Ney. Then they decided to wait until after the war was over and he came back from the Navy.

**Greer Garson likes music** but is no snob about it. Sitting in a corner of her green-walled library, she ruffles through jazz and rumba albums, looking for a likely record. Miss Garson owns two grand pianos. She can play the piano fairly well.



**Working around the grounds**—not very earnestly—Miss Garson uses pole and net to clean out the pool. Her gardener usually does this. He also tends the flowers. Miss Garson loves flowers.



**Reading fan mail,** Miss Garson stretches out in a hammock near the flower-bordered pool. She gets more fan mail than any other M-G-M actress, tries to answer soldier mail herself.



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PRONE ON THE SPRINGBOARD, MISS GARSON DABBLES HER PRETTY HAND IN THE POOL

CONTINUED ON NEXT PAGE



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# Mister, you dropped something!

See those falling bombs, Mr. Civilian? You dropped them, just as surely as though your own hand had been on the bomb release. You did it by making those bombs available. You did it by *thoughtful buying.*

Thoughtful buying has two meanings. It means going without the things you really don't need. It means buying only the best and longest lasting articles . . . *when you really must buy.* Naturally, you will take good care of everything you own, so that it will last longer, and require less frequent replacement. All this saves labor and materials. It makes fighting equipment available for the men on our fighting fronts.

Wise buying, thoughtful buying, helps you in another way too. It saves money that you can then invest in War Bonds . . . and gives you a nest-egg for post-war purchases.




THE ELECTRIC STORAGE BATTERY CO., Philadelphia
*The World's Largest Manufacturers of Storage Batteries for Every Purpose*
Exide Batteries of Canada, Limited, Toronto

For 54 years the name "Exide" has symbolized dependability, long life.

Exide

WHEN IT'S AN EXIDE YOU START






**Answering her mail,** Greer Garson stands dramatically behind the tea table, dictating to her secretary. Still loyally English, she likes to have her tea every afternoon.



**Answering the telephone,** she sprawls prettily on her bed. Books are not photographer's props. Miss Garson really reads them, even biography of G. B. Shaw on shelf.



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**Going to get her Oscar,** Miss Garson steps nervously from elevator in Ambassador Hotel, preceded by her well-groomed mother. Mother's maiden name was Greer.



**With her leading men,** Walter Pidgeon (*Mrs. Miniver*) and Ronald Colman (*Random Harvest*), she smiles. Accepting Oscar, she said: "I feel like Alice in Wonderland."


"Like he said... Gee, Monkey-face, you're the first welder whose hands I've ever kissed!"



I'M a war worker — and proud of it! But greasy grime left my hands rough as sandpaper. Just *wouldn't* wash off! Then I got wise to Hinds Honey and Almond Cream... yep, started using it *before and after* work. Say, Hinds helps against drying, ground-in dirt. Now my hands wash up soft and happy ...whiter-looking than I'd ever hoped!

Smooth? You bet! I use **Hinds** — that **Honey** of a lotion!

Copyright, 1943, by Lehn & Fink Products Corp., Bloomfield, N. J.

**BEFORE WORK**—housework or factory work—use Hinds. Tests prove grease and grime wash off faster, hands come out cleaner. Hinds skin softeners actually help guard your skin against drying, ground-in dirt.

**AFTER WORK**—Hinds again! Extra-creamy, extra-softening. Gives red, chapped skin a softer, whiter look, a comfy feel. It *benefits* skin abused by work or weather.

**AT TOILET GOODS COUNTERS**

**ALSO, HINDS HAND CREAM IN JARS. QUICK-SOFTENING, TOO! 10¢, 39¢.**




**WORK SLOWED UP** *by sore hands?*

Irritation from ground-in grime makes hands unsightly, uncomfortable... makes work difficult and slow. Use Hinds before work, and after wash-ups, to reduce risk of irritation which may lead to ugly dermatitis if neglected.

Buy War Savings Bonds and Stamps

**HINDS *for* HANDS**

**and wherever skin needs softening!**




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## HE WANTED TO BUILD A BETTER PAIR OF SHOES



*"Bound out" to his shoemaker uncle at the age of 7, young Douglas had to peg shoes long hours in an attic workshop, and gather firewood in the wind-swept forest.*

# And today you can buy W. L. Douglas Shoes coast to coast

The sterling, sturdy qualities of W. L. Douglas live on today in every pair of shoes that bear his name. It's no accident, for he set a high standard and we have never cared to depart from it.

That's what makes the difference in the W. L. Douglas shoes you buy today. Not just extra good fit, extra good looks, you get those naturally. It's the master touch of W. L. Douglas — a lifetime of "knowing how."

**$6.50 - $8.50**

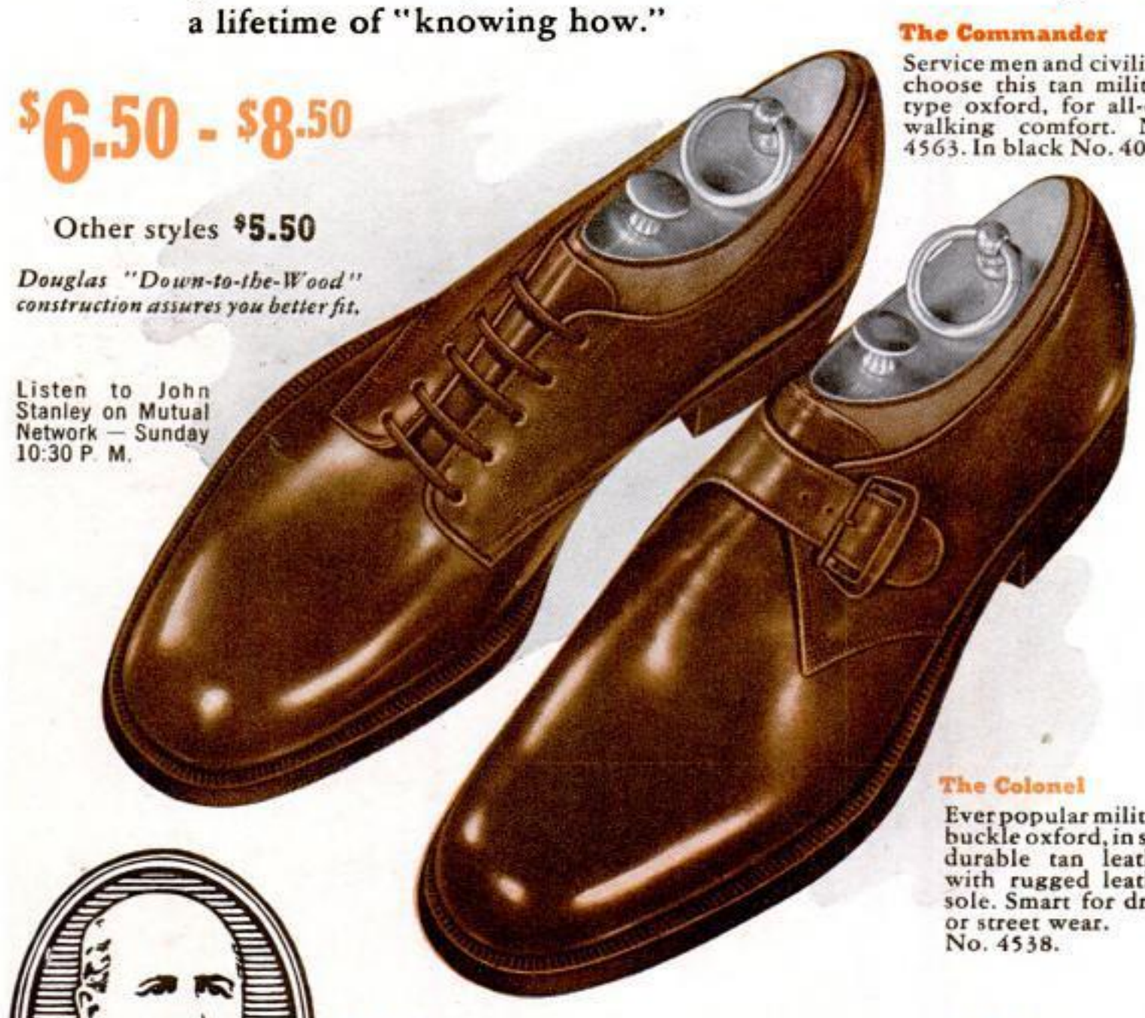
Other styles **$5.50**

*Douglas "Down-to-the-Wood" construction assures you better fit.*

Listen to John Stanley on Mutual Network — Sunday 10:30 P. M.

**The Commander**
Service men and civilians choose this tan military type oxford, for all-day walking comfort. No. 4563. In black No. 4035.

**The Colonel**
Ever popular military buckle oxford, in soft durable tan leather with rugged leather sole. Smart for dress or street wear. No. 4538.





W.L. Douglas Shoes

W. L. DOUGLAS SHOE CO., BROCKTON, MASS.

Stores in Principal Cities—Good Dealers Everywhere

**BUY WAR BONDS AND STAMPS FOR VICTORY!**


# PICTURES TO THE EDITORS

## ACROBATIC SLEEPER

Sirs:

The picture (*below*) is of my son Sammy, who fell asleep in this restful pose after a hard day of play. For anyone having trouble relaxing during these hectic days, I suggest trying this easy pose. Note foot under chin.

CHARLES SKOPP

New York, N. Y.



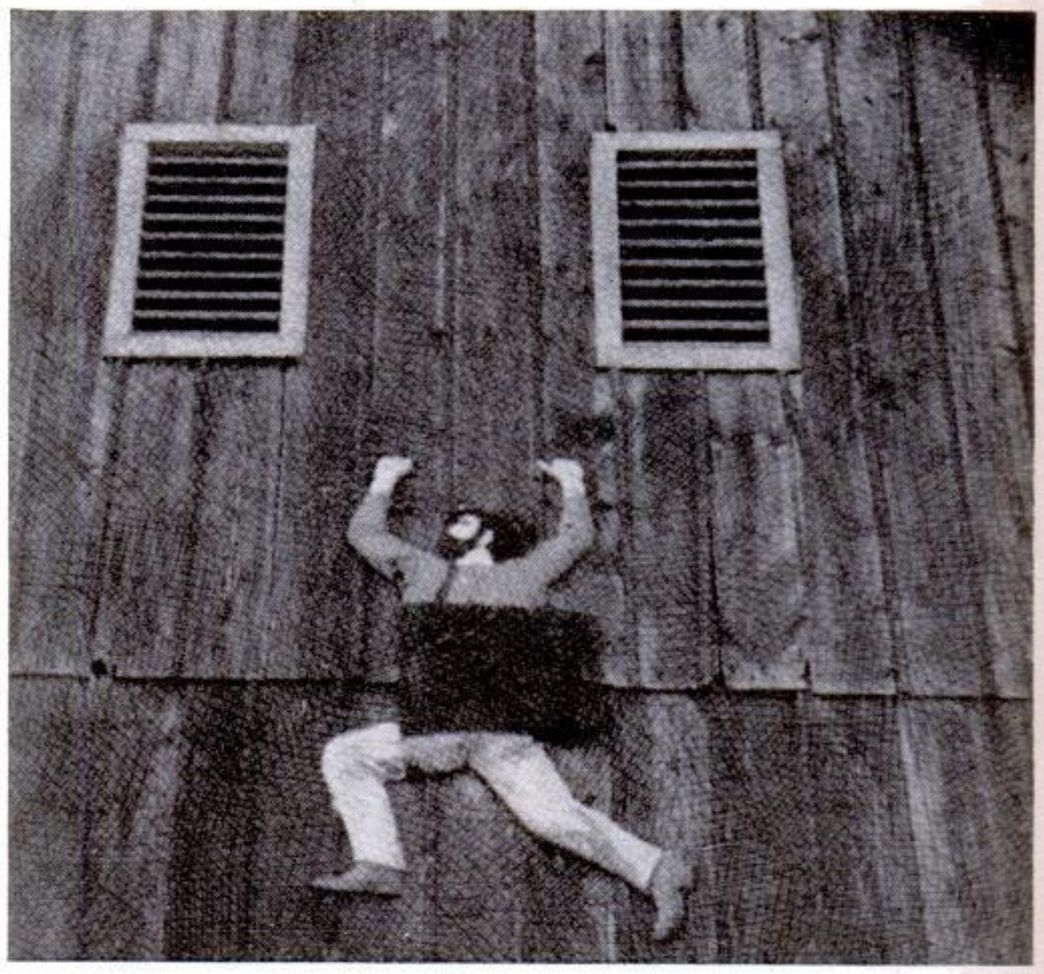
## ADVERTISING ART

Sirs:

Advertising signs on barns have always intrigued me. Enclosed is a photograph of one that has stuck longest in my mind. Mother Nature has erased all explanatory lettering. But the guy who holds up and runs with whatever it was, is still on the job on this barn east of Lawrenceville, Ill., along U. S. Route 50.

DAVID BROWNING JR.

Lawrenceville, Ill.



## VICTORY POTATOES

Sirs:

Since Uncle Sam has asked for bigger and better crops of all kinds, and since I specialize in potatoes, I set myself to do my very best. Results are shown in picture below. So surprised was even I that I built this special big wheelbarrow to hold the eight potatoes. I am keeping to myself the secret of how I did it.

A. J. MICHAUD

Presque Isle, Me.





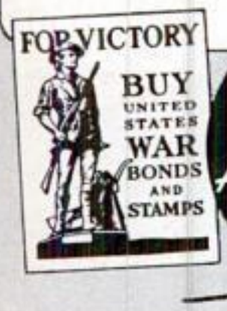
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*Photo by U. S. Army Signal Corps*

## Weapon of War

Wherever our boys fight you will find GRAFLEX-made Cameras, many of them of specialized type and design. After Victory, Graflex will again supply photo-products for civilian use . . . cameras, equipment and accessories which embrace the same high Graflex standards of dependability and excellence that today are helping the United Nations defeat the enemies of Liberty. *The Folmer Graflex Corporation, Rochester, N. Y., U. S. A.*




GRAFLEX
AMERICAN-MADE
*War Prize-Winning*
CAMERAS






GENUINE-REGISTERED
a Keepsake
DIAMOND RING

Look for the name "Keepsake" in the ring.



LENOIR $400



LEWES $200



BETHANY $300

Rings enlarged to show details.

A "Keepsake" makes the finest gift of all for a birthday, wedding anniversary or any other gift occasion. As an engagement ring it has long been the choice of America's loveliest brides. The "Keepsake" Certificate of Registration and Guarantee is protection against unknown quality. At your Keepsake Jeweler's... from $50 to $2500.

Keepsake Diamond Rings, A. H. Pond Co., Inc.
214 S. Warren St., Syracuse, N. Y.
Please send illustrations of the new "Keepsake" Rings and information "How to Select Your Diamond Ring with Confidence."
☐ Also send the book, "The Etiquette of the Engagement and Wedding" with supplement on "Wartime Engagements and Weddings." I enclose 10c to cover mailing.
Name.....
Street and No.....
City.....L 4-43


# *PICTURES TO THE EDITORS*

(continued)

## SPLIT-PERSONALITY DOG

Sirs:

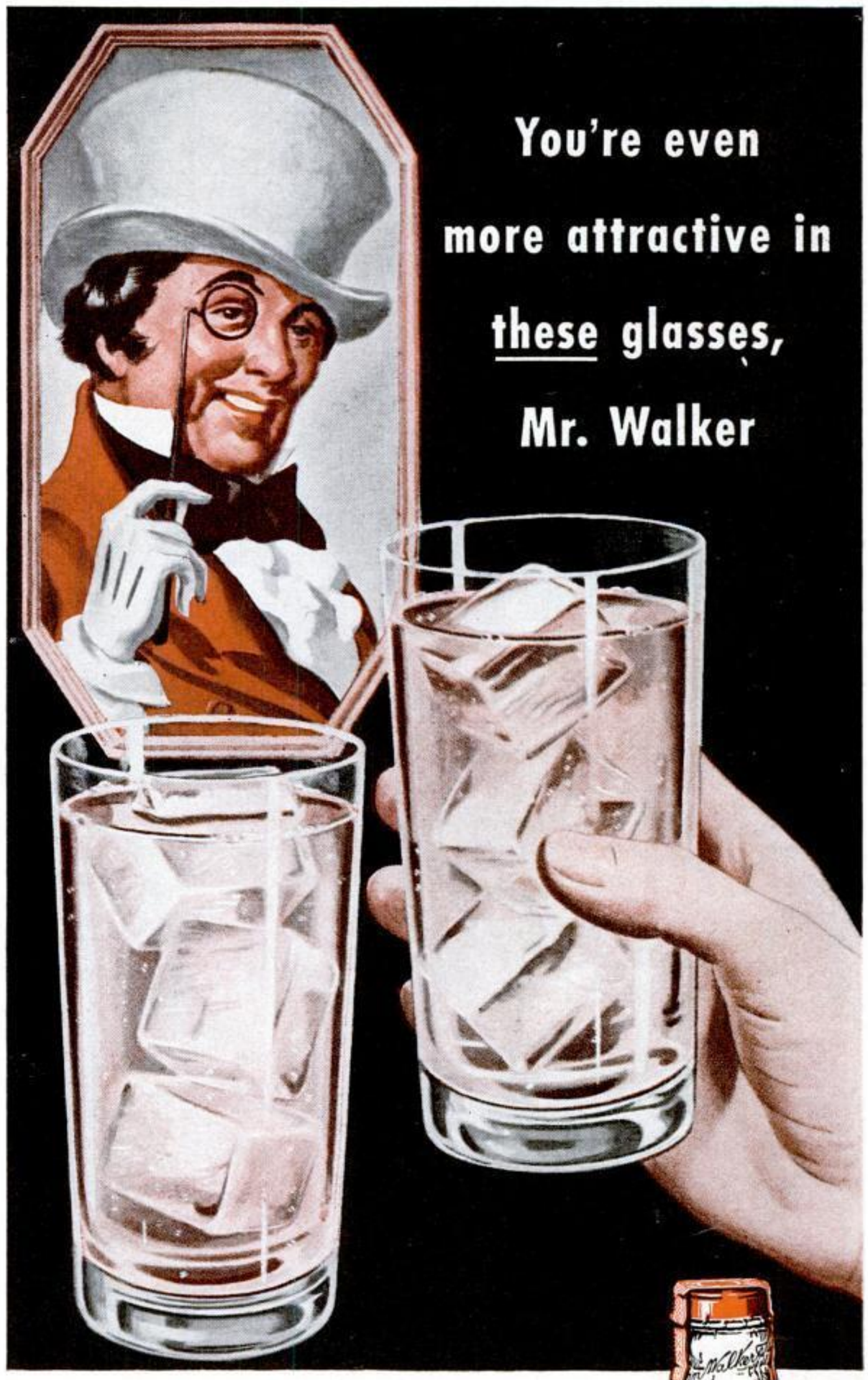
In LIFE Jan. 18 were pictures of young men whose faces were shown three ways—first as they actually were, then with right and left halves of their faces used to produce new "portraits" of the subjects. In some cases the three faces were radically different. My collie dog's are too. Top picture shows him as he really is. Middle one, lazy, smug and grinning, shows two left halves of his face. Bottom picture, made up of right halves of his face, shows him alert and supercilious. I prefer him as he really is.

FREDERICK K. WITEK
Greenwich, Conn.








JOHNNIE WALKER'S appeal is apparent at the very first sip. For here is a whisky that's distinctive in taste . . . that has a delightful flavour of its own. But discover for yourself how richly smooth this fine scotch is . . . you'll find it pays to keep out in front with Johnnie Walker.




# JOHNNIE WALKER

BLENDED SCOTCH WHISKY

BLACK LABEL 12 YEARS OLD

RED LABEL 8 YEARS OLD

*Both 86.8 proof*



BORN 1820
*Still going strong*

Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Importer


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# Amazing Professional Mothproofing Method now available for home use




**NO ODOR · NO WRAPPING · NO STORING AWAY**

Just a few minutes spraying with LARVEX—and Mrs. Neal has saved her husband's new suit from moth holes *for a whole year.*

WHY? Moths will actually starve to death before they will eat LARVEXED clothes, sofas or rugs!

*This is the professional mothproofing method used by leading woolen mills, laundries and dry cleaners.*

And, LARVEX is inexpensive—only 79¢ per pint, $1.19 per quart. Drycleaning won't impair its year-long protection. Use LARVEX—*be safe!*

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**SURE!** See this spectacular display at your Larvex dealer's. A covered dish showing treated and untreated cloth with live moth worms. Proof right before your eyes that moth worms will not eat Larvexed fabrics!




**At All Drug and Department Stores**
**Larvex, New Brunswick, N. J.**

**ONE SPRAYING MOTHPROOFS FOR A WHOLE YEAR . .**

**LARVEX**
Registered Trade Mark


# *PICTURES TO THE EDITORS*
(continued)

## SNOW IN DULUTH

Sirs:

To prove that on March 15 here in Duluth we had the worst storm in our history, I took this picture of two of my neighbors as they climbed up a snowbank outside my house. The snow really drifted this high. It was not piled up by any of us. For exact height of drift, figure it out for yourself: ladder was 20-ft. long, and the ground where picture was taken was entirely flat. Other people in Duluth could get out of their houses only via second story windows.

A. H. MILLER
Duluth, Minn.



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Paul Rand




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